
MAD
IND
No. 75
Dec. '62
SPECIAL CUTTING CLASSES ISSUE
OUR PRICE
25c
CHEAP
DUNCE



Pesky Import

Fooled yuh, hah? No, this is not a car, it's a beetle—a German beetle —a Volksbuggen!

Unknown before World War II, today it is multiplying fast and spreading all over the world. Some people think it's cute. They even keep it as a pet and brag about it to everyone they meet. Other people simply can't stand it. They call it a pest, and are always afraid of running into one and squashing it.

Then there are the commercial bug-breeders! They really hate it! They were scared that this tough little foreigner might hurt their larger, less-maneuverable American bugs. So they created our own home-grown variety of small bugs—with fancy names like Valiant, Corvair, Falcon, etc.

But, as of today, the intrepid Volksbuggen seems to be holding his own. And where the mighty battle of the bugs will end—who knows? One thing is certain, the Volksbuggen won't be easy to dislodge now that he is firmly entrenched.



Unless, maybe, a new Japanese beetle comes along!

NUMBER 75 DECEMBER 1962

MAD

"Learn from the mistakes of others, 'cause you'll never live long enough to make 'em all yourself!"
— Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

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ASSOCIATE EDITORS: Jerry De Fuccio, Nick Meglin
LAWSUITS: Martin J. Scheiman **PUBLICITY:** Richard Bernstein
SUBSCRIPTIONS: Gloria Orlando, Celia Morelli
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The Usual Gang of Idiots

DEPARTMENTS

A STAR IS BORING DEPARTMENT
Celebrities' Home Movies 20

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side Of Teenagers 34

FREEDOM WITH SPEECH DEPARTMENT
Speaking From Pictures 4

FRIEND OR DEFOE DEPARTMENT
On The Beach With Don Martin (Robinson Crusoe) 24

GRAB-BAG DEPARTMENT
A Celebrity's Purse (Elizabeth Taylor's) 38

HEX MARKS THE SPOT DEPARTMENT
The Truth About Superstitions 17

INNOCENTS ABROAD DEPARTMENT
Kids' Letters To Other World Leaders 7

JOKE AND DAGGER DEPARTMENT
Spy vs. Spy 11
Spy vs. Spy vs. Spy 29

LETTERS DEPARTMENT
Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT
Speak, And Ye Shall Find (The Answers) .... **

THE CALL OF THE MILD DEPARTMENT
Chicken Magazine 43

THERE'S NO BUSINESS LIKE "SNOW" BUSINESS DEPARTMENT
The Irving Irving Story (A Future Movie Musical) 12

TOUCH-AND-GO DEPARTMENT
Parting Shot 48

USELESS INFORMATION DEPARTMENT
Alfred's Poor Almanac 6

VARSITY DREGS DEPARTMENT
MAD's 1962 Football Round-up 40

VIDIOTS' DELIGHT DEPARTMENT
Intellectual TV Programs 30

**Various Places Around The Magazine

MAD — Dec., 1962 Vol. 1, Number 75, is published monthly except February, May, August and November, by E.C. Publications, Inc., at 850 Third Avenue, New York 22, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50. Allow 6 weeks for change of address to become effective.

VITAL FEATURES

KIDS' LETTERS TO WORLD LEADERS .. 7



Kids' letters to Kennedy made a big hit, so we've dug up kids' letters that *were sent to other world* leaders — by us, naturally!

THE IRVING IRVING STORY 12



Once in 20 years, a movie of magnitude and scope is made. And if you're lucky, this bomb "Movie-Musical" won't be playing with it!

CELEBRITIES' HOME MOVIES 20



Whenever movie stars take their own "home movies," they're jerky, dull and exposed badly. The stars, that is — not the movies!

ON THE BEACH WITH DON MARTIN 24



Don Martin's version of Robinson Crusoe shows his love of the beach. He even lives on a beach. You might say that he's a Beachnut!

INTELLECTUAL TV PROGRAMS 30



A **MAD** look at TV geared for the "7-year-old mind" in a magazine geared for the 5-year-old mind. That oughta confuse you no end!

THE LIGHTER SIDE OF TEENAGERS 34



With this article, **MAD** takes a humorous look at Teenagers — which is like the pot laughing at the kettle 'cause it's black.

MAD'S 1962 FOOTBALL ROUND-UP 40



Big magazines do football round-ups of big colleges. Here's a football round-up of little known schools — by a little-known magazine.

CHICKEN MAGAZINE 43



We can't give you a five-line description of this magazine, because we were too scared to re-read the article after we wrote it!



ALFRED E. NEUMAN "HEX" SIGN

We'd like to thank the 4,297-odd idiots (some of whom are listed below) for their letters about our sneaky covers on issue #73 — most of which went like this:

I picked up your latest issue of MAD because your clever cover warning everyone not to look at the back cover intrigued me. Then I saw the "Alfred E. Neuman Hex Sign" and the words "Once you look at it, if you do not buy it for your very own — *you die!*" I thought that was a pretty underhanded trick to get people to buy your magazine so I didn't. And the joke is frum g h ¢ # % $ @ . .

John Stemmons, Tulsa, Okla.; Ronald Levenberg, Flushing, N. Y.; Fay Schlosser, Drexel Hill, Pa.; Jim Pigott, Thornhill, Ont., Canada; David Clements, Chattanooga, Tenn.; Bud Martens, Knoxville, Iowa; J. E. Ellis, U.S.C., L.A., Calif.; Craig Polsfuss, Le Sueur, Minn.; Jerry Hyman, Philadelphia, Pa.; Jim Spencer, Yuma, Ariz.; Carl Graves, Edmond, Okla.; Terry Mintz, Akron, Ohio; etc. etc. etc.

FUNNIEST DEPT. IN MAD

Why don't you make your whole magazine into one large "Letters Department?" Your readers' remarks are much funnier than the tripe you write yourself!

Larry Kayser
Forest Hills, N. Y.

LOTS OF FUN, TO BOOT

I get a real kick out of MAD! Mainly, every time my parents catch me with it, they kick me for wasting a quarter!

Garry Johnson
Bakersfield, Calif.

BELATED CONGRATULATIONS

The following photograph and belated congratulations reached our offices too late to be included in last issue's "Letters Dept." so we're offering it now:



I had a burning desire to wish you a Happy Anniversary.

Tony Perkins
Paris, France

MAD PARITY

It has occured to me that with the current rage of "Arthur" plants sweeping the country, soon we will abound with this "MAD Crop." And I got to wondering if the government would pay me *not* to raise an "Arthur." After all, Uncle Sam pays farmers not to raise other crops because they might cause a surplus.

Marilynn McCracken
Chicago, Ill.

MAD AMBITION

My life has been marked by some very strong personal desires. I wanted to earn a Ph.D. by the time I was thirty. This degree was conferred one week after my thirtieth birthday. I wanted to become a college president by the time I was forty. This goal was reached one year ahead of schedule. Now I have a strange desire to join the staff of MAD Magazine. My wife says I am crazy. If this is true, do you think it will strengthen my application?

Joe B. Rushing
Junior College of Broward County
Fort Lauderdale, Fla.

No, but it might weaken your claim to them other goals you did reach! — Ed.

MAD TWISTS ROCK 'N' ROLL

I am now listening to your new LP record "MAD Twists Rock 'n' Roll." It's a sensational hit — not flop. I played it for my neighbor and he thought it was a riot. Even my mother *likes it.*

Paul Ritter
St. Louis, Mo.

The head of the Music Department of The Bronx High School of Science liked your new album so much he taped it and played it for all *his* classes. I enjoyed every minute of it.

Laura Schecter
Class of '63

Played a couple of bands from your new record album on my Saturday radio show. The audience response was tremendous. Within minutes, the telephones were ringing with people requesting more. Unfortunately, the station manager didn't like the idea at all. Know anybody that needs a disc jockey?

Ray Blair
WTRA Radio
Latrobe, Pa.

Congratulations! Your new LP album, "MAD Twists Rock 'n' Roll" is number 41 on the "Phoenix Top 40!"

Jon X. Ewing
Phoenix, Ariz.

Is it still possible to buy a MAD Straight-Jacket? I just bought your new "MAD Twists Rock 'n' Roll" album, and I love every song — so I know I need one!

Bill Brantley
Puyallup, Wash

TWO MINOR GRIPES

There are just two things I can't stand about your magazine.

(1) The words, and
(2) The pictures!

Ed Schroeder
Youngsville, N. Y.

ABSORBING READING MATTER

Many people ask me why I subscribe to MAD. Well, the reasons are manifold. That's right! I stuff them in the exhaust manifold of my car. You'd be surprised how much dust and fumes MAD absorbs.

J. P. Higbed
North Walkerville, S. Australia

MAD GOES ON RECORD

Speaking of free publicity, you're on another record beside your own. MAD gets a nice plug on something called, "Ahab the Arab."

Karen Pierce
No Address Given

MAD HELPS CLEAN UP U.S.

MAD is certainly playing an important role in cleaning up America. Not because your expositions of contemporary social problems are cogent, but mainly because everyone uses your magazine to wrap their garbage in.

John T. Harty
University of Notre Dame

A FRIEND, INDEED

Yesterday, my mother said that MAD was the worst magazine on the stands. She said it must be written by idiots because of its trash content and poor style. Naturally, I stuck up for you. I said you couldn't help it!

Candy Quinn
Oceanside, N. Y.

WANTS TO JOIN THE FOLD

Would you please tell me where I can buy a pair of shoes with hinges like the ones worn by Don Martin's characters?

Frank Lloyd
No Address Given



Hinged Shoes?

HELPING TO SEE THROUGH

The Polish satirist Stanislav Lec once wrote: "The window to the world can be covered by a newspaper." I firmly believe that you are doing much to uncover that window. Congratulations on a thoroughly fine piece of literature.

George L. Rosenblatt
Houston, Texas

Please address all correspondence to:
MAD, Dept. 75, 850 Third Avenue
New York City 22, N. Y.

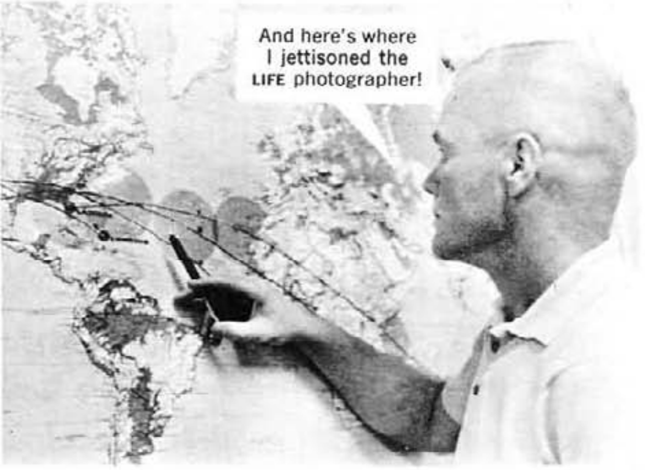
FREEDOM WITH SPEECH DEPT.

Recently, MAD plugged a funny new book—"Who's In Charge Here?". As a result, the author, Gerald Gardner, is now raking in the lettuce – mainly because he and his family were forced to become migratory workers. However, he's still found time to contribute this ridiculous feature we call:

SPEAKING









**I used to be able to rattle off the name of the first Major League Negro ballplayer quicker'n you could say "Jack Robinson"!

FROM PICTURES

WRITER: GERALD GARDNER

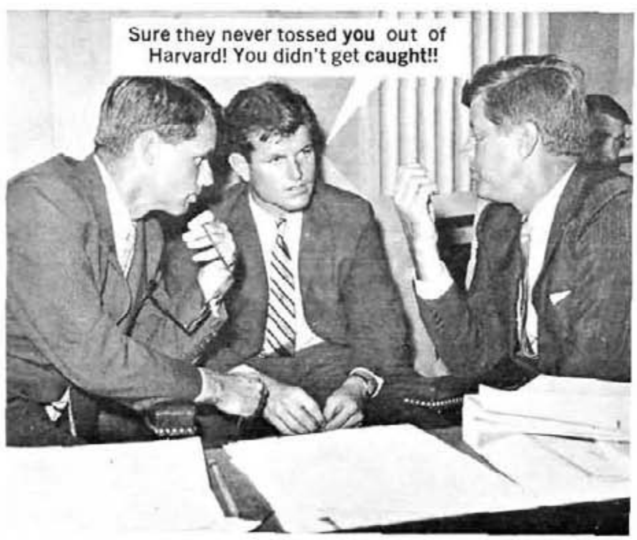
Photos by UPI



..If I had better powers of concentration, I could tell you the name of that "U-2" pilot!







Alfred's Poor ALMANAC

TUES 25	MAD goes on sale. 85,000 newsdealers await onslaught of eager customers.	WED 26	Billy Sol Estes hires Alfred E. Neuman as his accountant, 1961.
THURS 27	Pablo Picasso accidentally locks himself inside early refrigerator, discovers cubism, 1908.	FRI 28	"A foul shot in basketball gets its name because it's an underhanded attempt!"
SAT 29	"A poor driver on a steep hill is often dangerously inclined!"	SUN 30	Farmer Abner Frizzby plays harmonica in cornfield, says it's music to his ears, 1933.

WRITER: FRANK JACOBS

OCTOBER

		MON 1	400 Congressmen begin re-election campaigns. Weather Bureau reports huge hot air mass descending over U.S.
TUES 2	"A grocer who stacks detergents on a high shelf usually jumps for Joy!"	WED 3	Scranton, Pa. curtain-makers strike for fringe benefits, 1937.
THURS 4	Harry Oxmount sets new record for most Homers, acquires his 62nd copy of "The Iliad," 1961.	FRI 5	Judson Philmott devises Automotive Roulette — five Cadillacs and an Edsel, 1958.
SAT 6	At 2:27 P.M. today, Irving Ungley will trade in his wife for 157 books of Plaid Stamps.	SUN 7	"A watch-maker is usually all wound up in his work!"
MON 8	"Khrushchev's speeches are invariably Red between the lines!"	TUES 9	Tree-surgeon Al Bino performs delicate operation, but modestly refuses to take an extra bough, 1958.
WED 10	Ceiling of Cleveland vaudeville theater collapses, breaking up the audience, 1925.	THURS 11	"A person who feels inferior usually has a complex problem!"
FRI 12	Columbus Day. In 1492, so everyone asserts, Columbus stepped upon our shores –and leased a car from Hertz.	SAT 13	Sen. John Bulch dislocates kneecap, is summoned before special Congressional Joint Committee, 1946.
SUN 14	Durwood Finch invents the Manhole Cover, 1862.	MON 15	"The next Governor of New York State will have a Rocky road to follow!"
TUES 16	"A prizefighter usually does his figuring in round numbers!"	WED 17	Seymour Ugg leaves Stone Age restaurant without paying, uses diner's club instead of cash, 12,121 B.C.
THURS 18	Ping-Pong-Ball-Swallowing craze at Iowa State fails to catch on at any other college campus, 1936.	FRI 19	MAD on sale 25 days. 85,000 newsdealers await onslaught of eager customers.
SAT 20	"You can always count on the honesty of Lawrence Welk's music. He plays it fair and square!"	SUN 21	Dr. Herbert Ellern attempts to prove that water is not a liquid, drowns in a cake of ice, 1957.
MON 22	Millard Fillmore gerrymanders The White House Oval Room, 1853.	TUES 23	"Most taffy-pullers stick to what they're doing, but that might be stretching it a bit!"
WED 24	"Reading a Maidenform Bra ad is seldom an uplifting experience!"	THURS 25	East German bandleader, Mutch Mueller, introduces new participation program: "Sing Along — Or Else!", 1961.
FRI 26	Orville Vermain develops first trained seeing-eye fleas for blind cockroaches, 1947.	SAT 27	"Most of the publicity about 'Cleopatra' is Taylor-made for the gossip columnists!"
SUN 28	"Whenever you call a Wall Street broker, you get the same old stock answers!"	MON 29	Sat. Eve. Post prints picture of Dorian Gray on cover, contents get steadily more disgusting, 1961.
TUES 30	Psychiatrists examine dept. store Santa who wears costume all year, diagnose "Claus-trophobia," 1949.	WED 31	Halloween. Ted Zapp voted "Meanest Man" for giving Ex-Lax in Hershey wrappers for trick-or-treat, 1951.

NOVEMBER

		THURS 1	"Mount Vesuvius does not erupt, it belches (from all that garlic)!"
FRI 2	Trotsky & Lenin, new U.S.S.R. song publishers, fail with first tune: "Are The Czars Out Tonight," 1919.	SAT 3	World output of zeppelins drops 99.5%. Economists alarmed, 1938.
SUN 4	"A strip-teaser's act is often her own undoing!"	MON 5	"An out-of-work strip-teaser has no acts to grind!"
TUES 6	Election Day. Voter Morton Musk enters wrong booth in school, flushes ballot in embarrassment, 1952.	WED 7	"Off-color jokes on Television used to be Paar for the coarse!"
THURS 8	"When two Frenchmen kiss goodbye, it's usually much *adieu* about nothing!"	FRI 9	Bell Telephone Co. sets up special rates for churches, which includes Parson-To-Parson calls, 1951.
SAT 10	Trunk murderer Oswald Nubbley confesses crime, claims he wanted to get it off his chest, 1927.	SUN 11	Veterans Day. Eddie Fisher to be sworn in as honorary member of Veterans of Foreign Wars.
MON 12	"Policemen detailed to New York's Greenwich Village often end up pounding the 'beat'!"	TUES 13	MAD goes off sale. Publisher awaits onslaught of 85,000 angry newsdealers.

INNOCENTS ABROAD DEPT.

Recently, somebody (probably a Republican) turned over a large batch of White House mail to an author named Bill Adler, and he in turn compiled a book called "Kids' Letters To President Kennedy" which became an immediate success. In fact, we found these letters so charming that we got to wondering what children of other nations write to their Heads of State. So we did a little string pulling in government headquarters around the world...and they liked our yo-yo exhibitions, and turned over these. . .

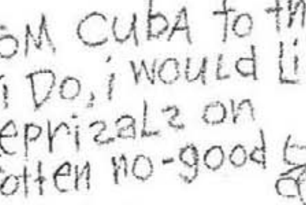
ARTIST: BOB CLARKE WRITER: PEARL BELKIN

Kidz Letterz to Other World Leaderz



Dere Princess Grace
Would you put 1/2 a franc on number 12, black, for me. Thank you,
sincerely,
Jacques Hues
Age 9
P.S. Please lay out the money for me, I have had a run of bad luck.

DEAR MR. DEGAULLE,
HOW ARE YOU I AM FINE HOW ARE THINGZ IN FRANCE? THINGZ ARE A LITTLE HECTIC IN ALGERIA. LET ME KNOW IF YOU DO NOT GET THIZ LETTER, BECAUSE I AM SENDING IT AIR MAIL, AND PAPPA SOMETIMES PUTS BOMBZ IN PLANES
YOUR FRIEND,
LOUIZ D'OAS



Dear CAstro,
I aM going to escApe from CubA to the united statez. but Before i Do, i would Like to KnoW if You PLan to take Reprizalz on my Family, especially my rotten no-good Brother Manuel. Adios.
Arturo DeFaulde



"Aw, rats! What was bothering those folks in Hamlin, anyway?"

Dear Konrad Adenauer,
I know you are very busy, but when I ask my teacher about this, she always changes the subject. In our history book, it says that once Germany had many Nazis, and now we have no more Nazis. What I want to know is... how come we lost them? Was it carelessness, or what?
very truly yours,
Marlene Schwitz
P.S. what is this? 卐 —daddy keeps writing it on walls all the time!

DEAR PRESIDENT KWAME NKRUMAH,
SINCE GHANA IS ONLY 6 YEARS OLD, I THINK OUR PRESIDENT SHOULD BE ONLY 6 YEARS OLD TOO.
I AM 6 YEARS OLD!
HOW ABOUT IT?
SCRLY,
NMi HRHRN

DEAR PREMIER KHRUSH-CHEV,
WEN I GROW UP I AM GOING TO WRITE THE GREAT UN-AMERICAN NOVEL.
SONIA JACK LONDON MINSK

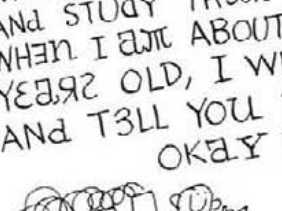
Dear Queen Elizabeth,
i saw YOUR Picture in the Paper. i Like Your clothes very much. Best of ALL i Like YOUR Hat. do You hav to hand YOUR clothes down to Your kid Sister when You gROW out of them. if Not, could i have them? Especially YOUR Hat?



Love
MaRY

DEAR EMPEROR HIROHITO * * *
I HAVE LEARNED THAT OUR HUMBLE COUNTRY HAS BEEN HONORED BY A VISIT FROM THE SO ILLUSTRIOUS TV STAR FROM THE U.S.-JACK PAAR. IS THIS TRUE? DID YOU MEET HIM? IF SO, WHAT IS JACK PAAR REALLY LIKE?
* * * OBEDIENTLY, KYU SAKAMOTO

Dear MR. Nikita KHRUSHCHEV,
I HAVE A PLAN. YOU MUST SEND ME TO THE U.S.A. NEXT MONDAY, AND I MUST STAY THERE AND STUDY THEM CAREFULLY, THEN WHEN I AM ABOUT FIFTY OR SIXTY YEARS OLD, I WILL COME BACK AND TELL YOU EVERYTHING. OKAY?
LOYALLY,
Ivan Ivanov



Dear Princess Grace,
Your husband is Ruler of Monaco, and one day your little son will be the Ruler of Monaco. Doesn't it make you proud that your son is going into his father's business?
Hastily,
D. Gautier

Dear Mr. Sinatra
I think that you are the greatest world leader that ever led!
When I grow up, I want to take over your Job and be just like you. So watch out!
Sincerely,
Bobby Darin
Age 25

DEAR KOMRADE NIKITA,
MY MOMMY IS NOT SATISFIED WITH THE ON3 ROOM APARTMENT WE SHARE WITH THREE OTHER FAMILIEZ. SHE SAYZ THE GOVERNMENT SHOULD NOT MAK3 UZ STOR3 A TRACTOR THERE TOO.
HOPING TO HEAR FROM YOU
YOUR FRIEND,
RASKOLINOV

DEar FidEL CAStro,
i hAVE HeaRd it said thAt YOU hAVE blud on YOUR HAndz. i would Like to kNOW HOW i could get BLud on MY HAndz. ALSO HOW do you get it Off?
Adioz,
Juan Meed Boll

DeAR Queen JuLiana,
i have NAmed mY dog aFteR YOU. ar'n't YOU gLAd?
Verry tRULY YORz, Jan



CARTE

Dear President DeGaulle,
I am sick and tired of hearing jokes about "French Post Cards". I am writing on a French Post Card now, and I don't see what's so funny.
avec amour,
Pierre Le Key

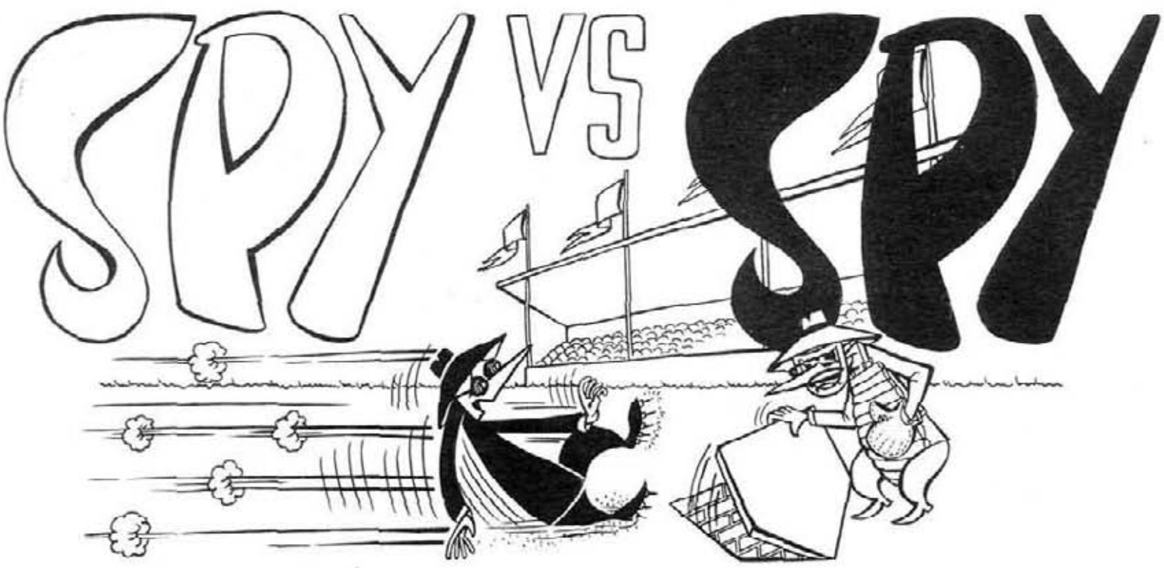
DeAr Queen Elizabeth, yOur Serene Highness,
The boys in my form are talking about ENgland entering the Common MArKet. I do hope you do not expect any of us of royal bloodto enter the cOmmon Market. It just wouldn't XX do, you know.
Devotedly,
Prin¢e Teddy

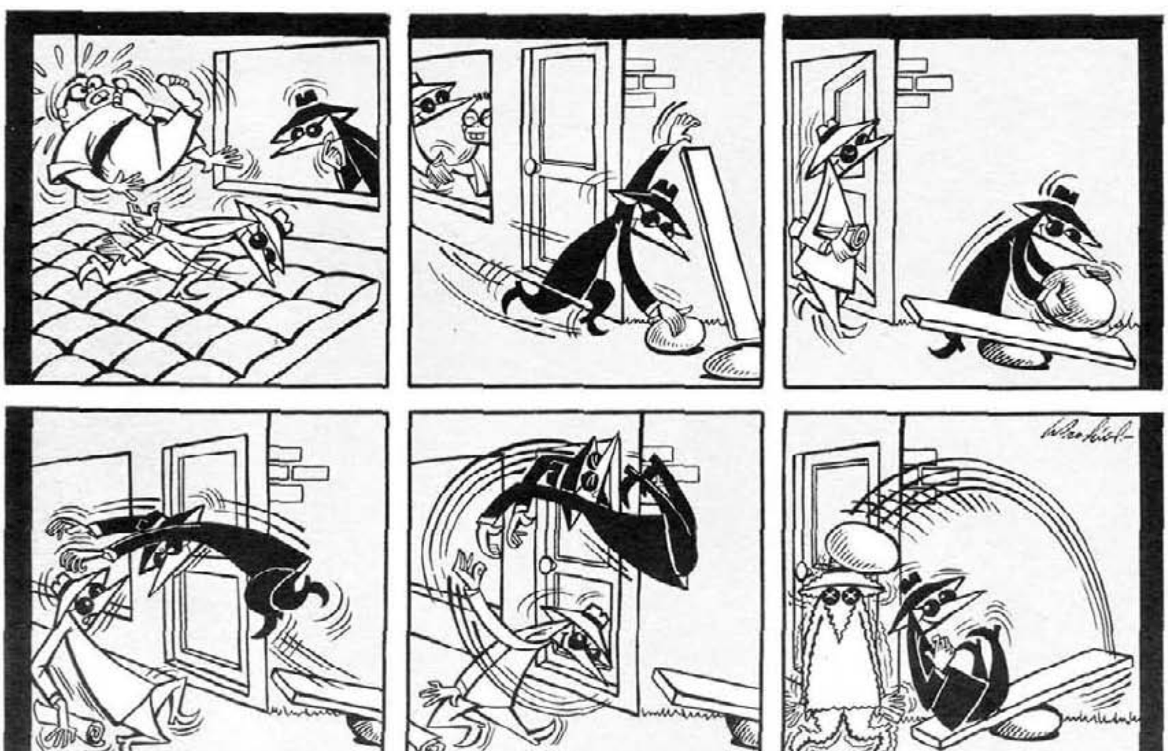

DEAR KING OLAV,
I HAVE A CAT HIS NAME IS GUSTAV. THEY SAY A CAT CAN LOOK AT A KING. CAN MY CAT LOOK AT YOU?
RESPECTFULLY,
ERIC
MY CAT
DEAR COMRADE MAO TSE TUNG,
WHAT'S THE USE OF MAKING UP WITH THE RUSSIANS? IN YOUR LETTER WE GET GLAD AT THEM. WE'LL FEEL LIKE GETTING MAD AT THEM AGAIN!
SING EN DANG::: LEE OF THE PARTY
Dear Chancellor Adenauer,
I and my family live in a beautiful house in East Germany --you know, behind the wall? If you hear of a family that lives in a rotten, junky house in west Germany, let me know. We'll be happy to change with them
hopefully,
Hans Hydde
our house
DEAR PREMIER KRUSHCHEV,
IF YOU'RE GONNA PRESS THE BUTTON... CAN I PRESS THE BUTTON?
THANKS,
VLADIMIR VISCHENKO
Dear Princess Grace,
How are you? i am fine. i am 7 i think the prinse is too old for you. soon, i will be 8. What do you say?
Afexionately,
Jean LeMan Gabin
XXXXX
Dear Fidel,
POSTE
I spent the whole day writing YANKEE GO HOME on everything. Then a man told me all the yankees already went home. so I went home. Are you mad?
Estevey Esmith

**Hang it all! I never can remember what to do with mistletoe!

JOKE AND DAGGER DEPARTMENT PART I

Antonio Prohias, whose anti-Communist cartoons so angered Fidel Castro that he was forced to flee Cuba, brings us another installment of that friendly rivalry between the man in black and the man in white—better known as . . .





**I already told you I don't know what "entomology" is! Now quit bugging me!

THE IRVING IRVING STORY

A "Show-Business Movie" Of The Future

THIS FILM IS RESPECTFULLY DEDICATED TO THE GREAT UNSUNG MUSIC COMPOSERS OF TODAY. THE REASON THEY ARE UNSUNG IS BECAUSE NOBODY IS SINGING GOOD MUSIC ANYMORE. WHICH IS WHY RICHARD ADLER, FRANK LOESSER, AND MANY OTHERS ARE WRITING ADVERTISING JINGLES THESE DAYS. HERE, THEN, IS THE STORY OF THE GREATEST ADVERTISING JINGLE WRITER OF ALL TIME... IRVING IRVING.

ARTIST: MORT DRUCKER
WRITER: LARRY SIEGEL





"What was the name of the guy who discovered steam power?

"I could kick myself for not remembering what the word "masochism" means!


Winsomes smoke true–like a cigarette do!
That's it! Our new commercial! The lyrics are hauntingly beautiful, magically poignant, and most important of all—completely ungrammatical! The public will love it! Sign that kid up, Ralph! We'll get him for peanuts!
I'll give him his first week's salary in advance!
Hi! I'm hard-boiled but lovely Sally Noble—the star jingle singer in this agency. I may have a crusty exterior, but remember this—underneath it all lies a crusty interior! Right now, I'll pretend to hate you, but soon I'll learn to love you. . . !
I know! I've seen these kinds of movies before! And when you begin loving me, Sally, we will go into the moonlight—where I will be inspired to write a romantic hemorrhoid ballad. It will be . . . OUR AD JINGLE!!
THE DAILY NEWS
IRVING IRVING NEW KING OF JINGLE JUNGLE
WRITES 24 SMASH AD JINGLES IN A ROW!
New York Times
IRVING IRVING, JINGLE KING, MARRIES SALLY NOBLE
Religious Ceremony Held In Lobby of Lever Brothers Building
The inside crowd– Today agrees . . . If you think young– Wear BVD's . . .
THE STAR
IRVING AND SALLY GIVE COMMAND JINGLE PERFORMANCE BEFORE PRESIDENT OF GENERAL MOTORS CORPORATION
She likes pimples . . . Pimples like her . . . And people who like people . . . eat Marz!
Ca-a-a-a-a-a-a-a-ll the A.A.A.–in your Shevrolay . . .
Oh, Irving Irving Irving! The more successful you've become the more no good you've become! Stop . . . before you ruin everything you've built!!
Are you kidding, Sally baby? I'll always be the greatest! I admit I drink, and run around with other women, and step on people. But everybody has some little faults! And what's with this Irving Irving Irving bit? You never used my middle name before!
ADVERTISING WORLD
IRVING IRVING LOSES HIS MAGICAL CREATIVE TOUCH
JINGLE WRITER FIRED BY AD AGENCY
IRVING IRVING DISAPPEARS, FEARED DEAD
New York City—Madison Avenue ad agencies devoted one minute of silence today–during coffee breaks–in tribute to Irving Irving, the great jingle writer, who is missing and feared dead.
Mr. Irving was known for his now famous jingles the world over and had

**I plumb forget what they cross a pooch with to get a nectarine!

**Believe it or not, I can't remember what "Ripley" was known for!



**Not only am I unfamiliar with what the T.V.A. does—I don't give a damn!

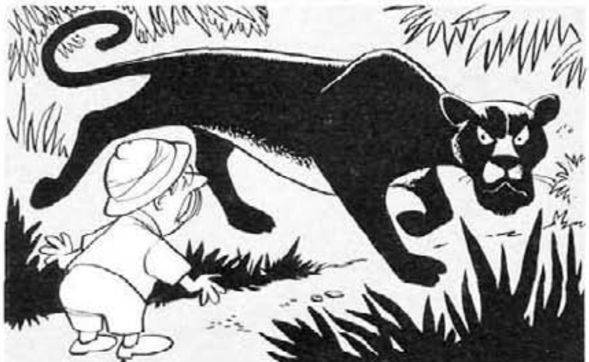


Irving! Irving! You've come back!
Yes—cough-cough—I'm back, Sally! I realize I've been a heel! Please forgive me! And what's with this Irving Irving? You know me well enough to call me by my first name!!
What a dramatic return!!
What a touching scene!!
What a tribute to love and humanity!
Hey! How come you're not moved by this poignant scene?
Ahh, these guys always come back in this part of the film. I was hoping for a surprise ending for a change!
Winsomes smoke true— like a cigarette do . . .
Winsomes smoke right—if you make with a light!
IRVING DROPS DEAD!
Irving! speak to me! Sob! Mr. BBD&U, is he . . . ? Is he . . . ?
I'm sorry, Sally! He's dead! But he's not really dead! He lives! He lives as long as ad jingles live! As long as there's Ex-Lax on a bathroom shelf! As long as teeth in a glass of Polident catch the sunlight on a golden Autumn morning! As long as Clearasil glistens on a facial blemish in the moonlight! Yes, Sally, he lives . . . just as everything fine and wonderful and honest and decent lives in this troubled world. Irving Irving lives!
I don't care what that nut says! Ten bucks still says he's dead!
ETHEL
HER AND HER POP CORN!
Popsi-Coola hits the spot!
Ça-a-a-a-a-a-a-all the A.A.A. . . . in your Shevrolay!
The inside crowd Today agrees . . . If you think young— Wear BVD's!
How would you like to drench your head in Chicken-Fat?
Eighty-nine great commercials . . . Made millions of listeners sick!
Winsomes smoke true like a cigarette do!
She likes pimples— Pimples like her— And people who like Pimples eat Marz!

..I can never remember who the devil Mephistopheles was!

THE STAFF OF MAD INVESTIGATES AND REPORTS BACK ON WHETHER THERE IS ANY TRUTH TO SOME COMMON SUPERSTITIONS

IF A BLACK CAT *ACCIDENTALLY CROSSES YOUR PATH, YOU WILL HAVE BAD LUCK!



True ☑ False ☐

IF YOU DROP SOME SILVERWARE, IT MEANS YOU WILL HAVE AN UNEXPECTED VISITOR!



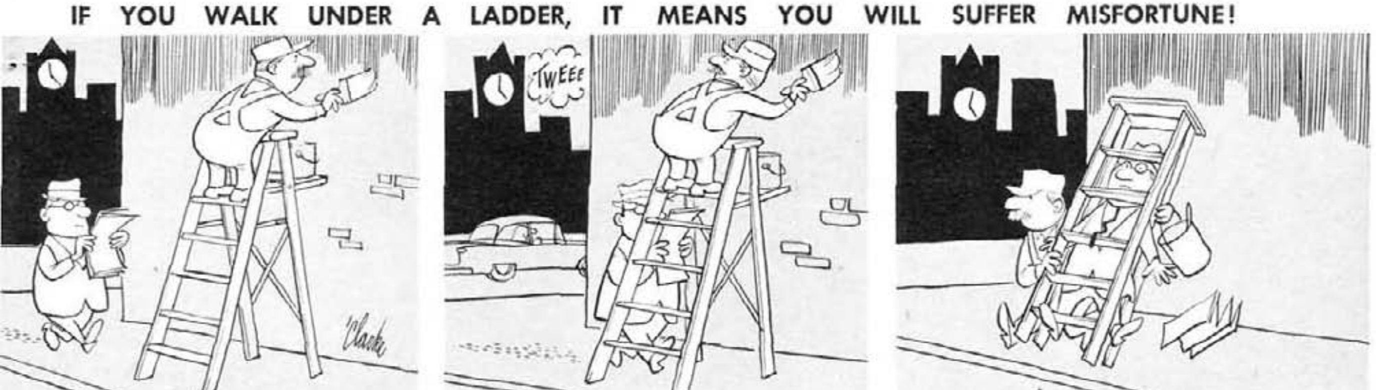
True ☑ False ☐

AN ITCHING NOSE IS AN INDICATION THAT YOU ARE GOING TO HAVE A FIGHT!



True ☑ False ☐

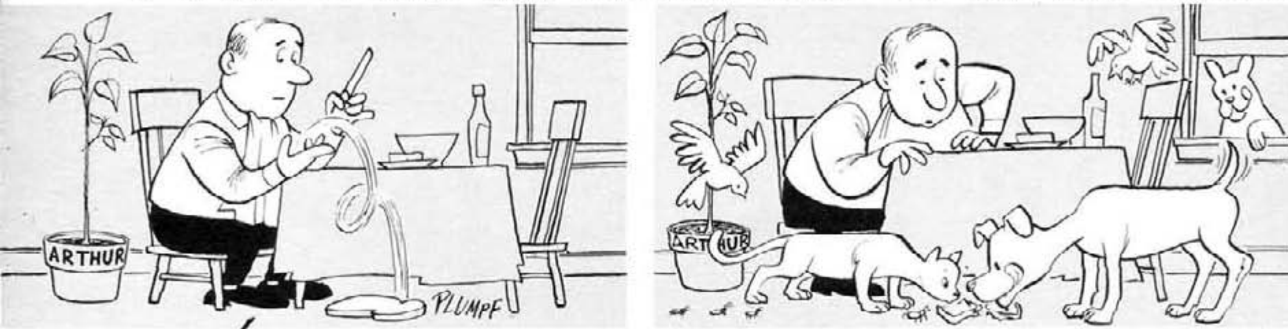
IF YOU WALK UNDER A LADDER, IT MEANS YOU WILL SUFFER MISFORTUNE!



True ☑ False ☐

ARTIST: BOB CLARKE WRITER: JACK MENDELSOHN

IF A SLICE OF BREAD FALLS BUTTER-SIDE DOWN, YOU WILL HAVE COMPANY!



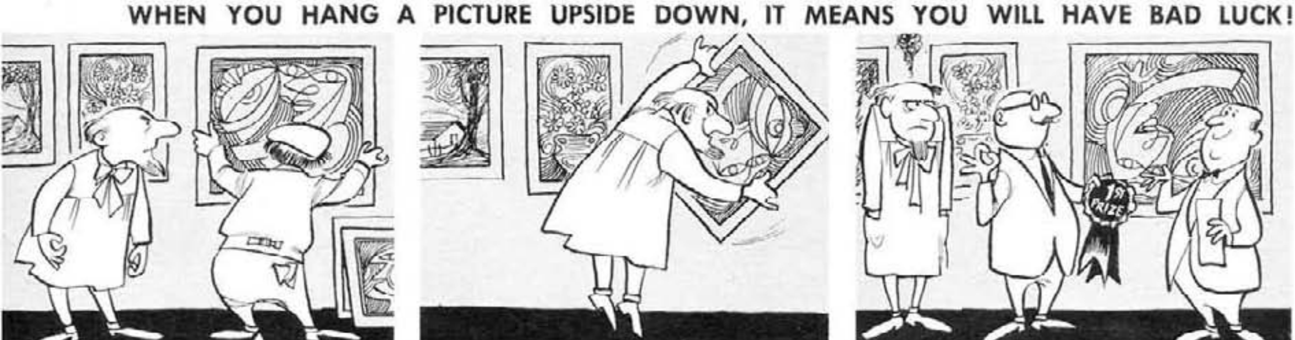
True ☑ False ☐

IF YOU ACCIDENTALLY SPILL SOME SALT, IT IS AN OMEN OF IMMINENT MISFORTUNE! BUT THIS MISFORTUNE CAN BE AVERTED BY TOSSING SOME OVER YOUR LEFT SHOULDER!



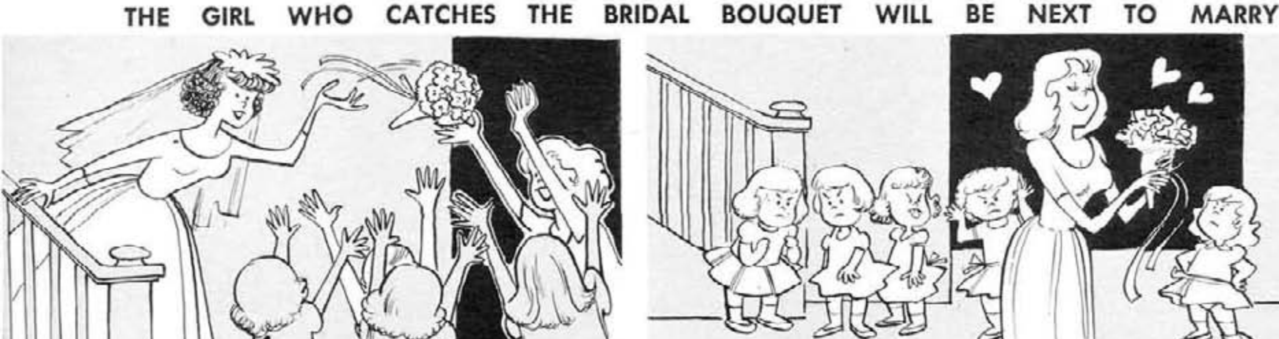
True ☑ False ☐

WHEN YOU HANG A PICTURE UPSIDE DOWN, IT MEANS YOU WILL HAVE BAD LUCK!



True ☑ False ☐

THE GIRL WHO CATCHES THE BRIDAL BOUQUET WILL BE NEXT TO MARRY!



True ☑ False ☐

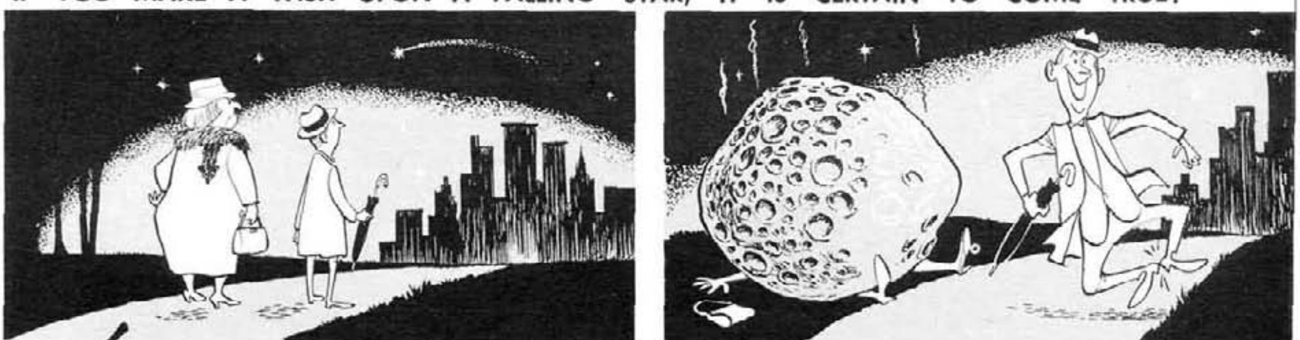
**Holy cow! I used to know what animal was sacred in India!

A BIRD ROOSTING ON YOUR CHIMNEY WARNS THAT A DEATH IS IMMINENT!



True ☑ False ☐

IF YOU MAKE A WISH UPON A FALLING STAR, IT IS CERTAIN TO COME TRUE!



True ☑ False ☐

GARLIC WORN AROUND THE NECK IN A DIRTY SOCK WILL PREVENT YOUR CATCHING A COLD!



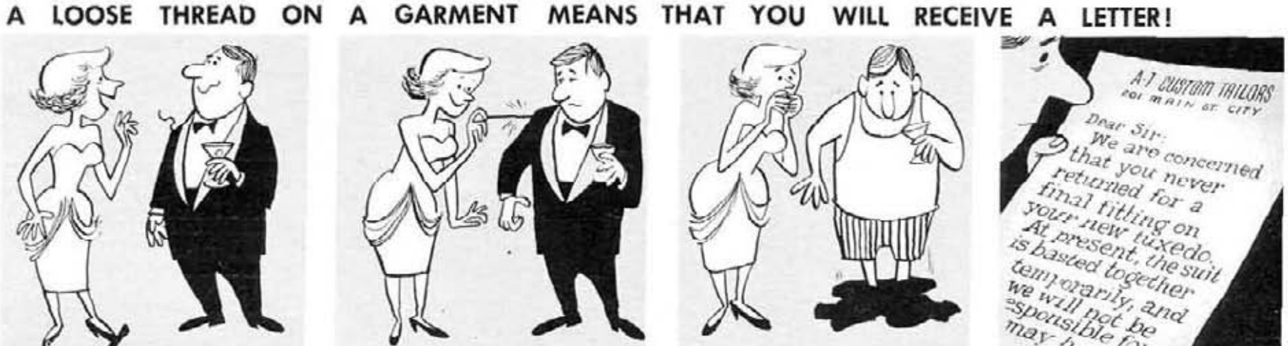
True ☑ False ☐

MISFORTUNE WILL SURELY BEFALL THE 13th GUEST AT A SOCIAL GATHERING!



True ☑ False ☐

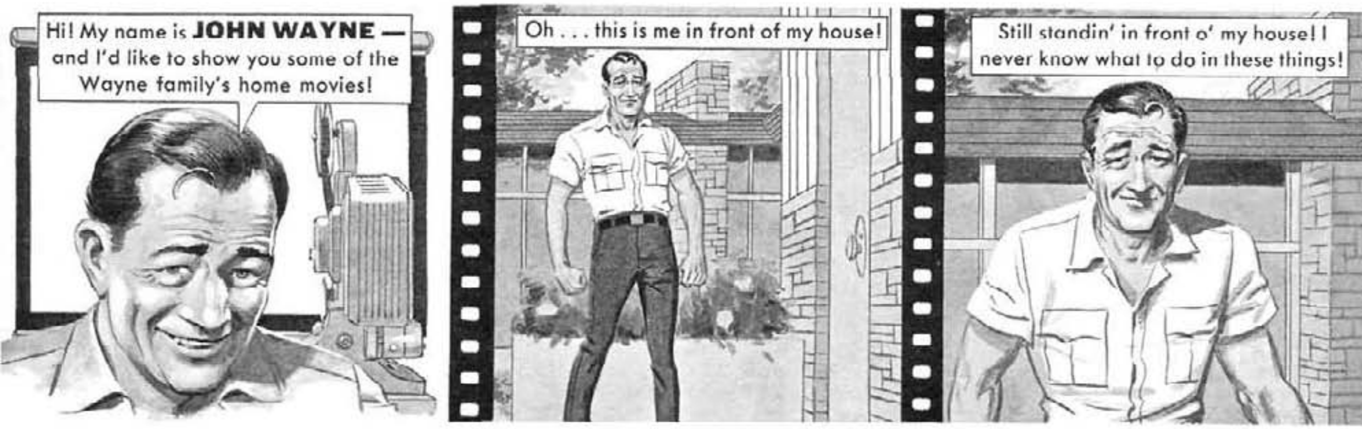
A LOOSE THREAD ON A GARMENT MEANS THAT YOU WILL RECEIVE A LETTER!

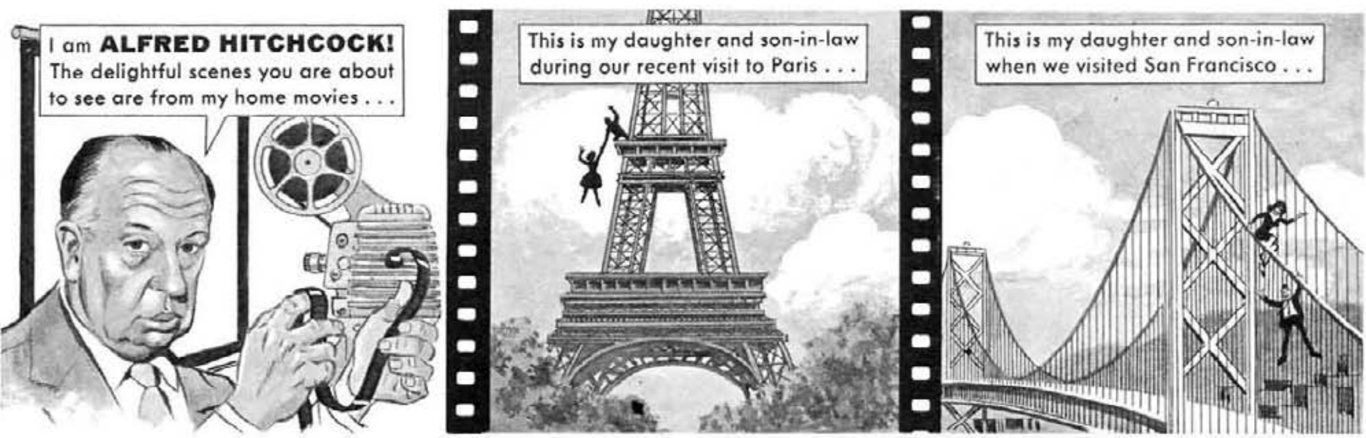


True ☑ False ☐

Through the magic of the motion picture camera (with the aid of a little dramatic coaching, a little careful lighting, and a whole lot of make-up), we have come to know many famous Hollywood celebrities. But actually, all we've really come to know is the image

CELEBRITIES'





**I once knew what Houdini was famous for, but it escapes me



**Great Scott! I've forgotten who wrote Ivanhoe!

they project from the silver screens in our neighborhood theaters. What about the image they project in real life? Like f'rinstance from the silver screens in their own homes? Here is MAD's idea of what we'd see if we were treated to some private showings of . . .

HOME MOVIES

ARTIST: WALLACE WOOD
WRITERS: LARRY SIEGEL with ARNIE KOGEN





**Land's sakes! How could I possibly know who invented the Poloroid camera!


Man, like I never expected Tommy to be taking home movies of my arrival!
Poor kid! Something just snaps whenever a camera is shoved in my face!
**By George, I've forgotten the name of the last King of England!
That's me . . . crashing my *Uncle* Sidney's medical examination . . .
Here's a shot of my *Uncle Sidney's* X-ray picture. I crashed that, too!!
How come *I* belong in an *article* with such celebrities as Alfred Hitchcock and John Wayne? It's simple! *I don't!* Here I am . . . crashing MAD Magazine!
MAD

PRESENTING... A SPECIAL "MAD" VERSION OF THAT GREAT CLASSIC TALE OF SHIPWRECK, CASTAWAY, AND TROPICAL ISLAND ADVENTURE— AS TOLD BY THAT OLD WRECK HIMSELF, MAD'S "MADDEST" ARTIST...

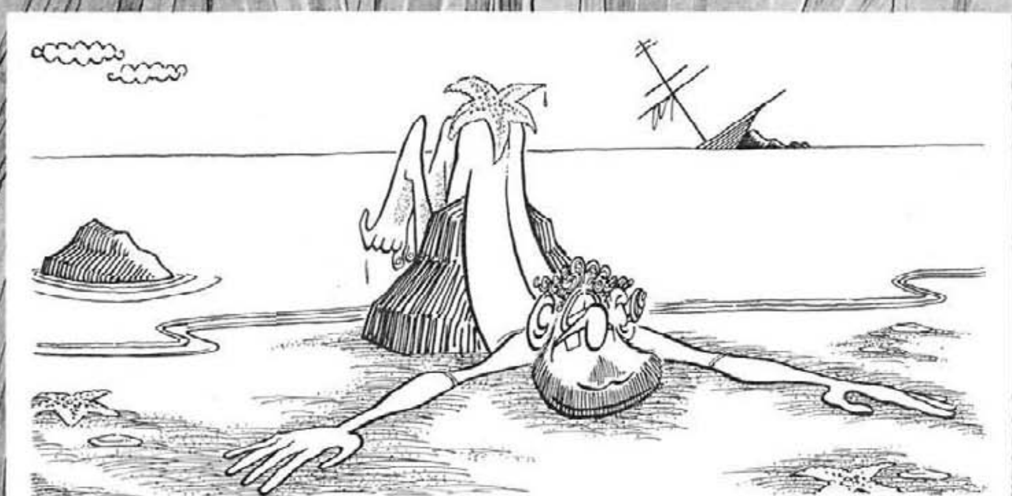
"Robinson Crusoe"

or

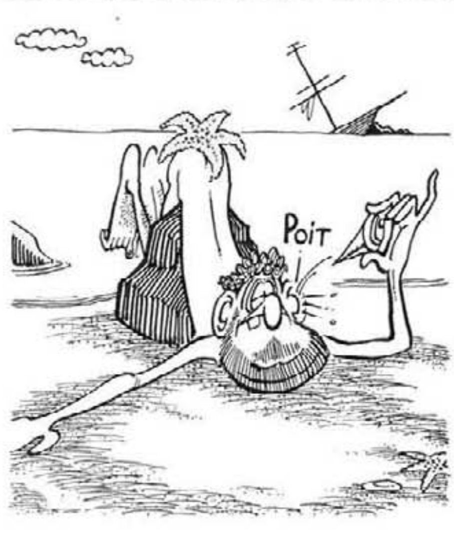
ON THE BEACH

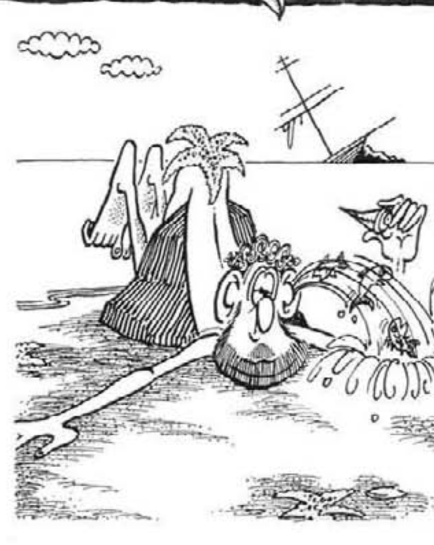
with

DON MARTIN



Sept. 30th.—
I, poor miserable Robinson Crusoe, being shipwrecked during a terrible tropical storm at sea, found myself washed up on the shore of a dismal island . . . all of the ship's crew being drowned, and myself half dead—





"Hey! What the heck do you feed a horse?

I was most fortunate to awaken with the presence of mind to perceive that *the first thing I needed was clothes.*



I found that, by using my ingenuity, I could make use of such material as *Divine Providence had so mercifully* placed upon the strange shore with me.



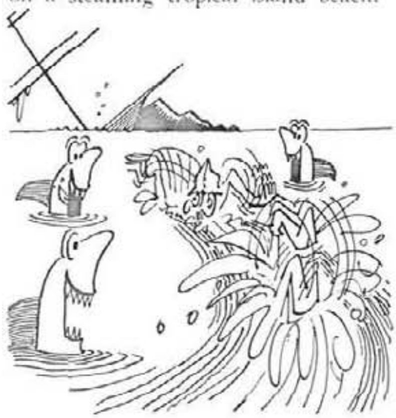
However, I soon found that the island abounded with goats, and I fashioned *a complete outfit of goatskin that* would enable me to keep warm and dry.



Oct. 2—Noting that the hulk of my wrecked ship was about to slip from the rocks where it rested, and sink forever beneath the pounding sea . . .

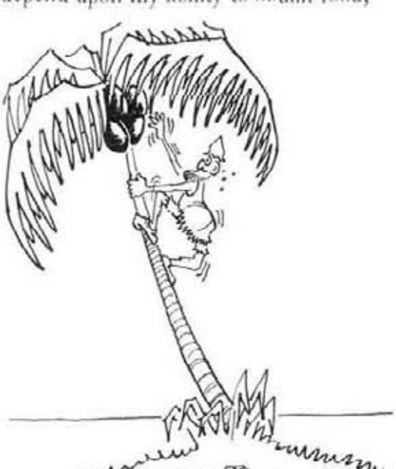


I set out in great haste, braving the treacherous, shark-filled waters time and again to save what I knew would *be absolutely necessary to survival* on a steaming tropical island beach.





Realizing that my survival would also depend upon my ability to obtain food,



and aware that a diet limited only to coconuts would be totally inadequate,



I devised a clever use of one of its by-products with which I was able to furnish myself with many tasty treats.



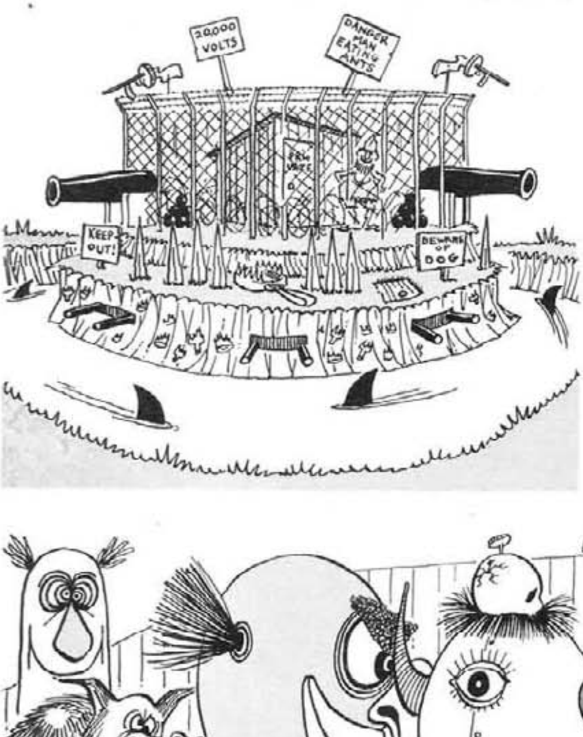
October 7—I discovered Cannibals on the island . . .



October 8—I discovered wild beasts on the island . . .



Oct. 9—Confronted by the imminent danger of being harmed bodily, I deemed it advisable to fashion myself a place that would be both home and fortress to me during my stay.



Having completed my task, I retired for the night, feeling for the first time a warm sense of protection and security.





**I'll be a monkey's uncle, but I've forgotten what the Scope's Trial was about!

Jan. 4—Realizing that I was on the verge of mental collapse after 12 long, lonely years on this forsaken island, I devised means to break up the day and end the terrible monotony.



I also learned that I was capable of amusing myself by singing and dancing some of the old music hall songs that I knew so well when I was a child . . .





Apr. 7—Discovered footprints on the beach near my hut . . . the first sign of another human being in 20 years!



The prints seemed to lead in a northerly direction, and encouraged by this observation, I set out to follow them.



It was not long before I set eyes on the man whose footprints I'd followed. You cannot imagine how I felt seeing him—and by a subtle expression that flickered over his stalwart face, I could see he was glad to see me, too!



With our mutual feelings so apparent, and without speaking a word, we began preparations for a most jubilant feast.

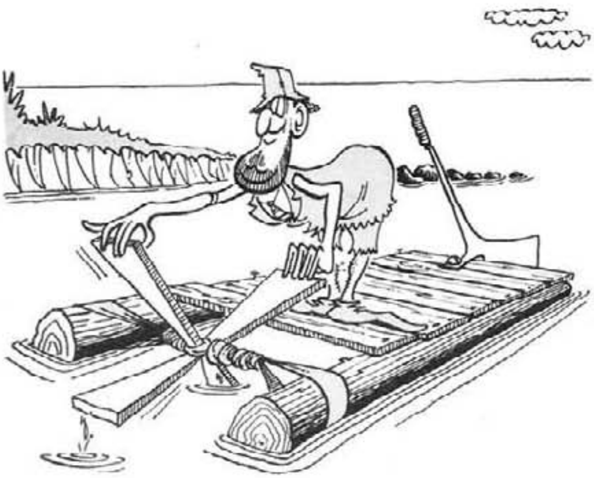




**What the deuce do they call the "two" in Poker?

Aug. 14—I had finally completed my boat after 30 years of arduous labor. It was not much to look at, but quite seaworthy, and handled well. You can imagine my sense of anticipation—as I now had, for the first time since I'd landed, the means to explore the other side of the island.

I had indulged in much speculation on what I would find—and my patience was nearly expended as I rounded the reef.

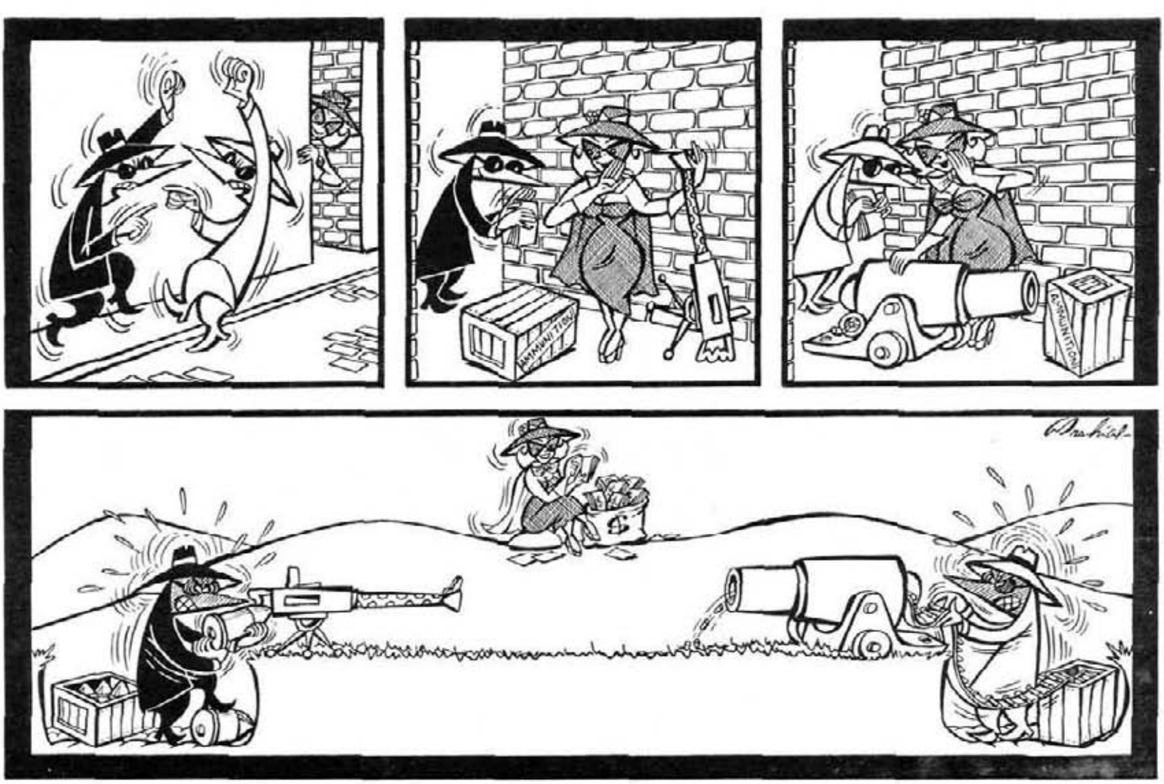






And now, Antonio Prohias introduces a new "twist" to that friendly rivalry between the man in black and the man in white . . . mainly, a woman in gray!





**I can't for the life of me remember which magazines Henry Luce made his fortune on—but give me a little time and I'll think of them!

VIDIOTS' DELIGHT DEPT.

It is a well-known fact that, in order to be successful, the TV networks believe that their shows must be geared to what they consider to be the level of intelligence of the average viewers. And the consensus seems to be that the average TV viewer has the equivalent of a "7-year-old mind"! Of course, most TV shows wouldn't suffer if this

INTELLECTU

GEARED TO THE "SEV

THE PRESIDENTIAL PRESS CONFERENCE



THE HUNTLEY-BRINKLEY REPORT



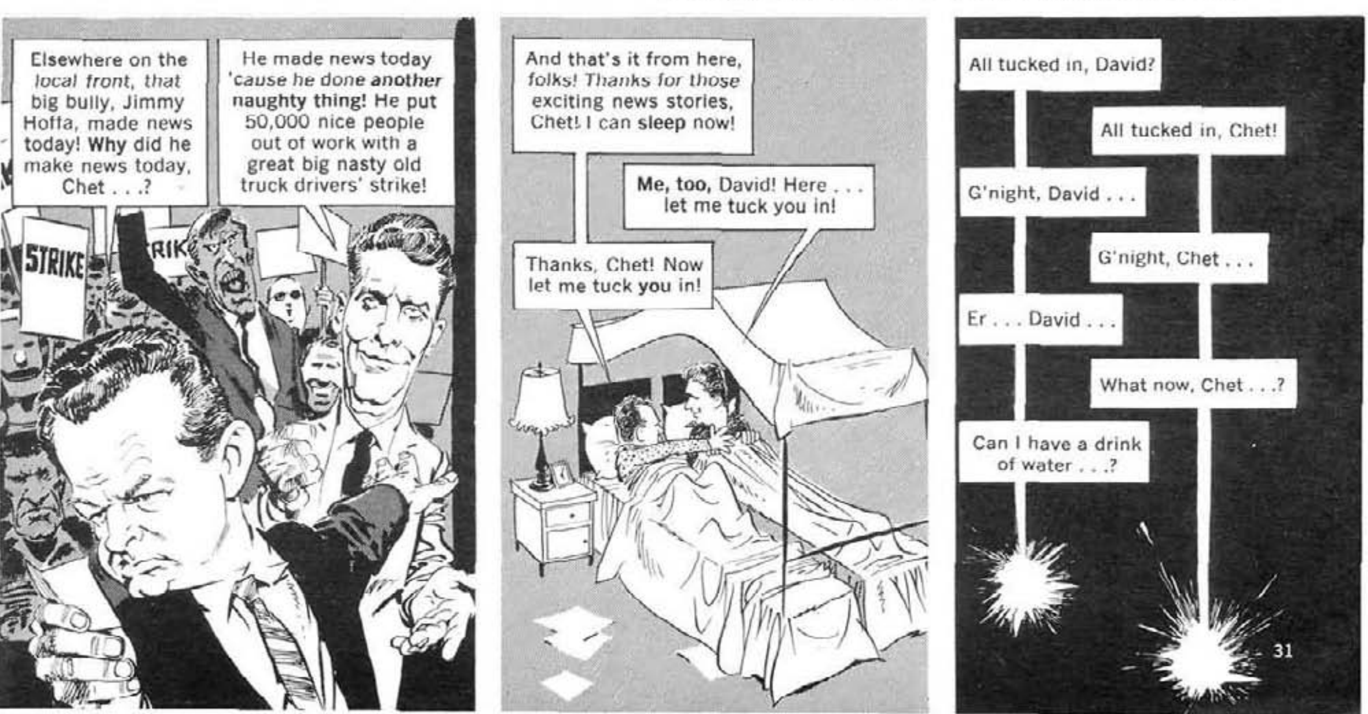
level were dropped to, say a "4-year-old mind"! However, there are a few intellectual programs around which are aimed considerably higher . . . like at a "15-year-old mind"! But these shows can't last! They'll have to change their formats or go off the air. And so, seeing as how this change is inevitable, let's take a MAD look at . . .

AL TV SHOWS
EN-YEAR-OLD MIND"

ARTIST: MORT DRUCKER
WRITER: EARLE DOUD



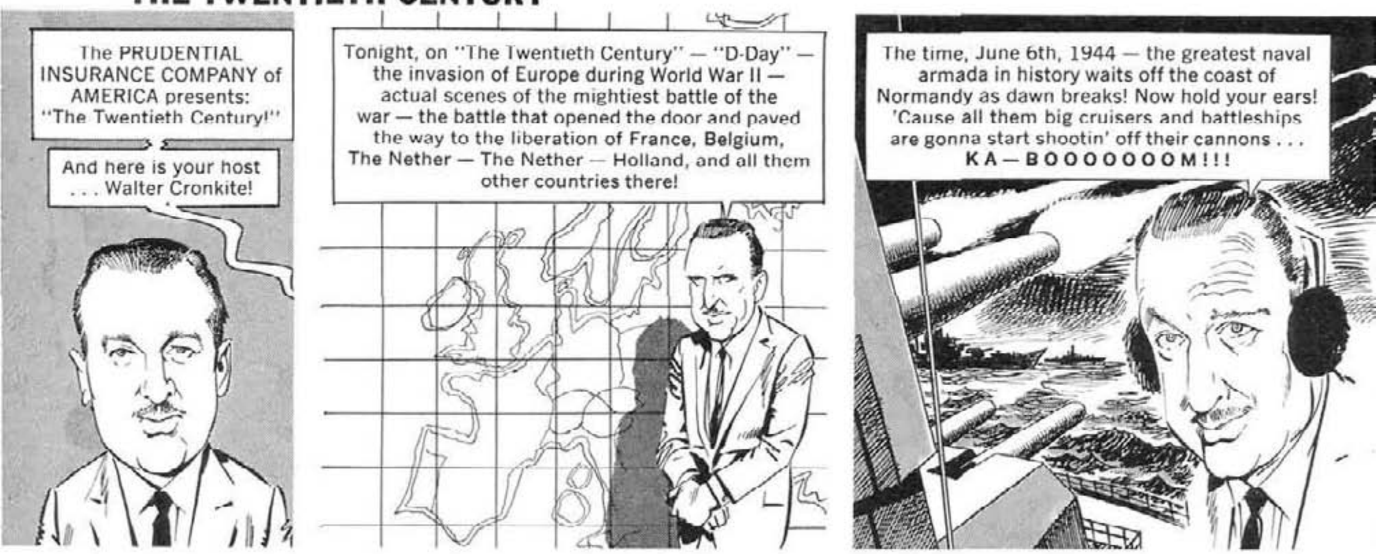
**The sweet taste buds are located – er – gee, it's right on the tip of my tongue!



OPEN END

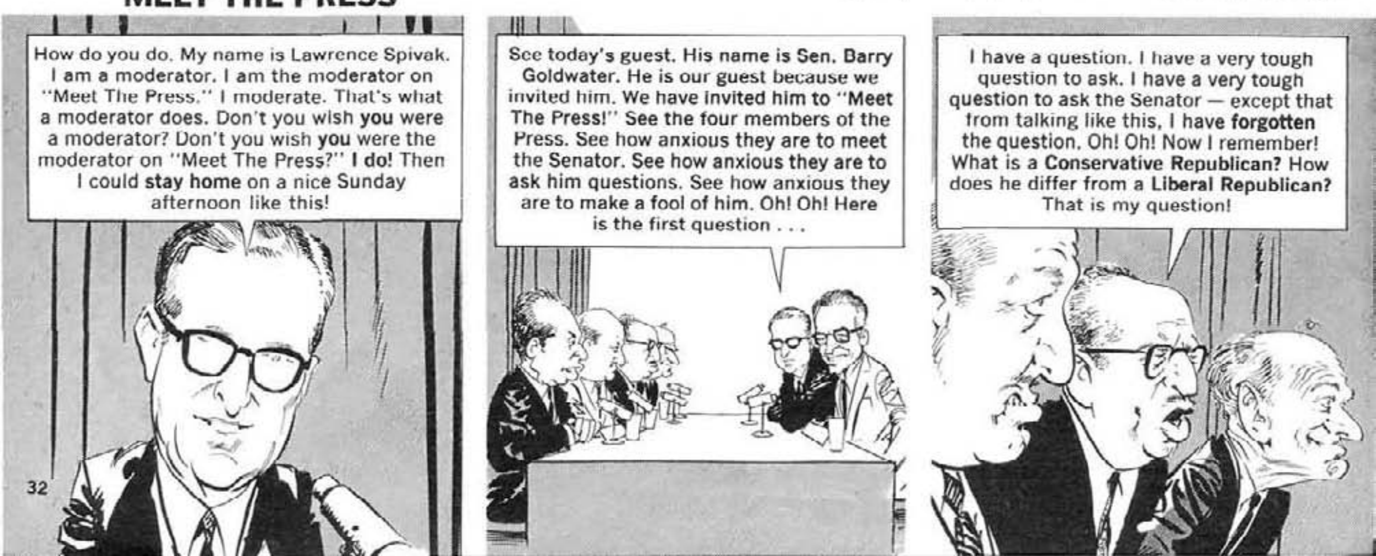


THE TWENTIETH CENTURY



**By Jupiter! Why is it I can never remember the largest planet!"

MEET THE PRESS




So I'm a big dummy! So you're a big smartie pants 'cause — 'cause you're such a big smartie pants! And two for blinking!!
So I'm a smartie pants! So what! So great big what! So 'cause I'm smarter! Okay, so 'cause I read a lot! So you wanna make somethin' of it . . .??
Smartie pants — Smartie pants — Can't get a ticket to the U.N. Dance! Nya-a-a-a-a-hhh!!
YA NUT!
C'mon you guys! Cut it out! Mr. Susskind! Make them stop — or — or—I'm gonna go home and never come back if you don't make them stop!!
How'd you like to meet me outside after the show?
Oh, yeah! What'sa matter with right here an' now!?
This has been "Open End" — with another intellectual discussion! Tonight — the Berlin Crisis! Thanks for being with us and goodnight!
Hey — pass the double-bubble gum, somebody!
••What the dickens was the name of that guy who wrote "Oliver Twist"?
Here comes the planes! Boy are they ever gonna blast that beach! Wowee— lookit them bombs drop— TWEE-E-E-E — BAROOMM! CHU-BOOM! KA-ROOM!! Now they're strafing any dirty Nazi who may be still hanging around! RAT-TAT-TAT-TAT-TAT—
Here come the landing barges! — E-e-e-a-a-a-r-r-r- BOOOOOMM! RAT-TAT-TAT! WHIRP!-WHIRP-WHIRP! Okay, boys! Hit that beach! BLAM! Chugga-chugga-chugga! PTSHOOMM! Budd-budda-budda! CRACK! Twaing! Tweeng! Dwaayng! DJOOP! DJOOP! Dig in! Dig in! Shhhh-ooooommmm! Twee-e-e-e-e-e-e- TSHAGOOOMMB! RAT-A-TAT-TAT! BLAM! BLAM!
Next week on "The Twentieth Century" — the launching of our Ranger Moon Probe! You'll visit the blockhouse, see the count-down, track the missile . . . and you'll hear me go "PS-S-S—! SHW-O-O-O-O-SH! BEEP-BEEP-BEEP-BLOINK dzzzt! Yuh goofed it! NYAH-NYAH, YUH GOOFED IT!" That's next week on "The Twentieth Century!" Now, for Prudential — this is Walter Cronkite! Nightie-night!
See the Senator! See how he squirms in his chair! Why does he squirm in his chair! He squirms because he is in the "Hot Seat." The "Hot Seat" is a seat that is hot. Why is the seat hot? The seat is hot because there is a short circuit in the Senator's microphone, and he is being slightly electrocuted! Ha! Ha! See him squirm! Funny Senator! Funny, funny Senator!
I am a Conservative Republican! I am called a Conservative because I want to conserve. I want to conserve money. I want to conserve your money. I want to take it out of your Piggy Bank and conserve it in my Piggy Bank. That is known as Free Enterprise. I like Free Enterprise. Don't you like Free Enterprise? Why don't you like Free Enterprise? Because you'd rather conserve your own money? Oh! You are a Liberal!!
See the Senator! See the Senator getting up! See the Senator leaving the TV studio! Why are you leaving the studio Senator? Didn't you understand the question?
Oh, yes! I understood the question! That is not why I am leaving! I am leaving because I didn't understand my answer!

BERG'S-EYE VIEW DEPT.

According to the experts, young people like to read MAD because it pokes fun at the "adult" world. This doesn't exactly explain why adults like to read MAD, but who are we to argue with the experts. Anyway, for those adults, here's an article that pokes fun at the "kid" world — and we'll see if young people can "take" a joke as well as "make" one . . . as MAD looks at . . .

THE LIGHTER SIDE OF





**Aw, shucks! I can't think of what they call them leaves on an ear of corn!



••I not only sing "The Star Spangled Banner" off key, I don't even know who wrote it!

TEENAGERS

WRITER & ARTIST: DAVID BERG





Hey, who's that cute-looking boy over there?
Don't you know him? That's Bernard Foster!
PLEASE DO NOT DIRTY UP THE LUNCHROOM THIS IS NOT YOUR HOME.
EINSTEIN'S THEORY OF RELATIVITY
Smartest kid in the class! Straight-"A" student! Has an I.Q. of a zillion . . .
LUNCHROOM
OUR FOOD IS ABDOMINAL
TRASH
Won a couple of gold medals at the Science Fair! Always on the Honor Roll! Was chosen valedictorian! Wants to be a nuclear physicist . . .
MORE TRASH FROM MAD
Gee! He sounds like a drag!
Yeah! A real creep!
The crum!
Who needs 'im!
Dad, can I borrow your razor after you're through?
My razor?! What ever for?
So I can shave, of course . . .
Well, I'll be a son-of-a-gun! You really need one!
Hers
His
Hey, Doris! Come have a look at your son taking his first shave!
SCREECH!! MY BABY!
She's been watching Rick Nelson again!!
I'll get it! It's for me!
I'll get it! It's for me!
I'll get it! It's for me!
RING
Stop where you are! I'LL get it!
Hello? Who do you want to speak to?
What happened?!
It was for him!







**Think!—Someone here must remember that slogan the President of I.B.M. invented!



GRAB-BAG DEPT.

HERE WE GO AGAIN WITH OUR FICTIONALIZED VERSION OF THINGS WE'D PROBABLY FIND IF WE WERE TO EXAMINE THE CONTENTS OF

A CELEBRITY'S ~~WALLET~~ PURSE

IDENTIFICATION

NAME: ELIZABETH TAYLOR

ADDRESS: HOLLYWOOD, NEW YORK, EGYPT, ROME

PHONE: ~~BUTTERFIELD-8~~ UNLISTED

OCCUPATION: AVERAGE AMERICAN HOUSEWIFE

IN CASE OF EMERGENCY, NOTIFY:

~~MY DEAR FRIENDS, DEBBIE AND EDDIE FISHER~~

~~MY DEAR FRIENDS, SYBIL AND RICHARD BURTON~~

MY STUDIO

Elizabeth Taylor

Harold Mukpusher & Assoc., Publicity
78 Sunset Blvd.
Hollywood, Calif.

Dear Harry,

Enclosed, please find your usual monthly check, although you really don't deserve it!

You promised me full coverage during the Eddie Richard thing, and I counted eight newspapers in the U.S. that never once had a headline about the affair. I can't understand it. I did everything I could to make it easier for you . . . the tantrums . . . speeding to a secret villa with Richard . . . carrying on with the Egyptian oarsmen on the set . . . everything except that bit you suggested about Richard and I hiding in the Sphinx together for 3 days. Honestly, Harry, you've got a brilliant mind, but that was a little too much!

And just what happened with you and the Movie Magazines? Did you fall asleep altogether? I read Modern Screen" last month. They had nine stories . . . and two weren't about me! Get on the ball, Harry! What do you think I'm paying you for?

Love and kisses,
Liz

Law Group Honors Elizabeth Taylor



In recognition of her invaluable aid and assistance to their industry, Elizabeth Taylor was named "Woman of The Year" at a testimonial dinner given in her honor last night by the National Association of Divorce Lawyers. Zsa Zsa Gabor accepted the award on behalf of Miss Taylor who is presently in Rome.

B'NAI BRITH WOMEN

BEVERLY HILLS CHAPTER

"GOLD STAR MEMBER"

AWARDED TO:

Elizabeth Taylor Fisher

IN RECOGNITION OF HER FINE WORK, CHARITABLE DEEDS, AND THE EXAMPLE SHE HAS SET AS A MODEL PARENT AND WIFE IN OUR COMMUNITY.

AWARDED: Jan. 1
EXPIRES: Dec. 31

May Britt Davis, Jr.
Secretary

Madame La Couturiere

"Dressmaker To The Stars"
1987 Overdressed Boulevard, Beverly Hills, California

Dear Miss Taylor:

While I have created many styles of Wedding Ensembles from varied and unusual fabrics in the past, I am sorry to say that I cannot in all good conscience fill your recent order.

This is my final decision.

Under no circumstances can I see my way clear to design a "Wash-And-Wear" Wedding Gown.

Zelda La Couturière

Yours truly,
Zelda La Couturière

The Los Angeles Times

CLASSIFIED ADVERTISING DEPARTMENT

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Complete works of popular American crooner. Collectors' items such as "I Need You Now," "Anytime," "Bring Back The Thrill," "Wish You Were Here," and "Oh, Mein Papa." Must sell. Sacrifice. Contact E. T., Box 692, L. A. Times

ORDER NO. 52499 CUSTOMER'S NAME E. Taylor
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SPECIAL INSTRUCTIONS: *Keep running in paper until somebody replies!!!*

GC-999

THE CA HA

... A New Cardinal Edition ...
WITH THE COMPLIMENTS OF
POCKET BOOKS

Here is your Review Copy of:
THE CARPETBAGGERS

We Would Appreciate Your Comments:

I found this book rather dull and slow-moving! Nothing very exciting happens! Frankly, I can't stand these "Slice-of-Life" stories of ordinary everyday folks, anyway!

Elizabeth Taylor



CARDINAL EDITION
THE COMPLETE BOOK



NBC TELEVISION

30 ROCKEFELLER PLAZA NEW YORK 20 N.Y.

Dear Miss Taylor:—

In reference to your suggestion for a Sunday afternoon "TV Spectacular," we have given the matter considerable thought.

We agree that Jacqueline Kennedy's tour of The White House was a resounding success, and although we are aware that you are familiar with Rome, we somehow do not think it fitting or proper that you conduct our viewers on a tour of The Vatican.

A S Alexander

Albert S. Alexander
V.P. in charge of
Special Projects

TO ALL THE WORLD

CLASS OF SERVICE
FULL RATE
... TELEGRAM (LT)
...ULL RATE UNLESS ...HERWISE MARKED
...RGE ACCT. NO.
...DER'S ...ME AND ADDRESS

FAST RCA RADIOGRAM

CHECK
TIME
DATE

TO - ELIZABETH TAYLOR
C/O 20TH CENTURY FOX
ROME, ITALY

MAY 1, 1962

WE HAVE ALWAYS ADMIRED YOU-STOP-WE THINK YOU ARE A BEAUTIFUL WOMAN- STOP-WE THINK YOU ARE A TALENTED ACTRESS-STOP-BUT AS FAR AS YOUR PERSONAL LIFE IS CONCERNED WE'RE GETTING A LITTLE DISGUSTED SO FOR PETE'S SAKE-STOP

THE ELIZABETH TAYLOR FAN CLUB

...subject to the conditions, regulations and rates as set forth in the applicable tariff of RCA Communications, Inc., and on file with the regulatory authorities.
...UNICATIONS, INC., A SERVICE OF RADIO CORPORATION OF AMERICA

ARTIST: BOB CLARKE WRITER: ARNIE KOGEN

VARSITY DREGS DEPT.

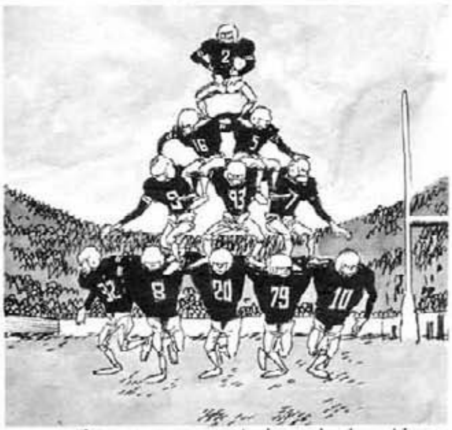
Every year about this time the fancy slick magazines run annual "Football Roundups." We've noticed, however, that these "roundups" only seem to be concerned with the big universities. What about the smaller, specialized schools? Why doesn't some magazine run a "roundup" about them? We'll tell you why! Because nobody is really interested, that's why! Which is also the general feeling about MAD. So it's only natural that we now present . . .

MAD'S 1962 FOOTBALL ROUNDUP

For Little-Known Schools and Colleges

**How in blazes should I know how Joan of Arc died?

HIGHLIGHTS OF UPCOMING GAMES



Experts are speculating whether Akron Academy of Acrobatics will be allowed to run its controversial Pyramid Play.



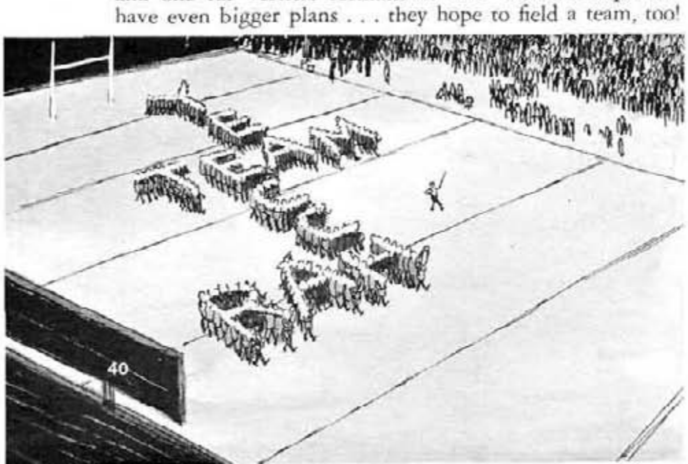
Players from the IBM Training School will get last-minute instructions from their new IBM coach, the Mark-IV-61B.



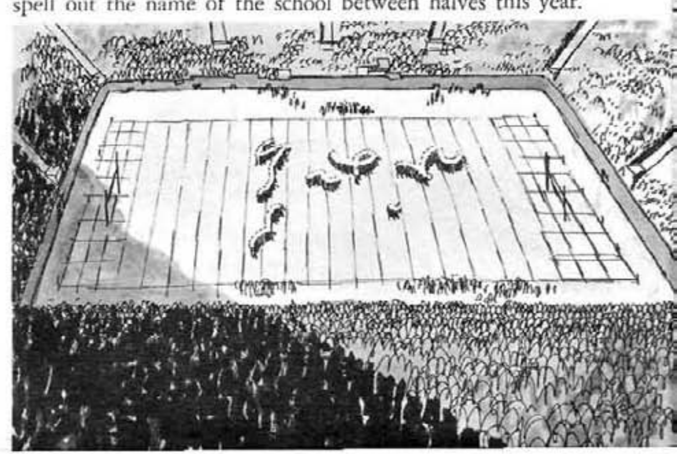
The Western Anthropological Research Center has many strong players on its bench, ready to be sent into the game.

HIGHLIGHTS OF UPCOMING BAND FORMATIONS

The Texas State Crossword Puzzle Solvers Institute has two marching bands this year . . . one for horizontal formations, and one for vertical formations. The "Pencil-Sharpeners" have even bigger plans . . . they hope to field a team, too!



The Pittsfield Massachusetts College of Applied Finance and Business Administration now teaches shorthand—which means that its small marching band will finally be able to spell out the name of the school between halves this year.







THE TOP TEN

	SCHOOL	TEAM NAME	COLORS	COMMENTS
1.	Tulsa Academy of Beauticians	The Pincurlers	Blonde and Brunette	Only their Quarterback knows for sure!
2.	Poughkeepsie College of Upholstering	The Innersprings	Walnut and Birch	Spring training showed lots of stuff!
3.	Sioux City College of Divinity	The Meditators	Pure White	Thou shalt not lose!
4.	Pawtucket Poultry Institute	The Chicken-Flickers	Rhode Island Red	Team shows plenty of pluck!
5.	Biloxi College of Bartendering	The Inebriates	Scotch and Soda	Loaded with power; in fact, just plain loaded!
6.	Goodhousekeeping Institute	The Pot-Holders	Brown and Serve	Beefy line; seasoned backs, should taste victory!
7.	*Nebraska College* of Dentistry	*The* Gassers	*Tartar* Yellow	*Constant drilling has* filled holes in line!
8.	Airline Stewardess Training School	The Tray-Warmers	Coffee, Tea and Milk	Team shows best strength when it takes to the air!
9.	Georgia College for the *Unkempt*	The Slobs	Tattle-Tale *Gray*	Might make clean sweep *despite dirty playing!*
10.	Kansas College of Chiropractors	The Bone-Crushers	Black and Blue	Team handles itself well but backs are weak!

ARTIST: GEORGE WOODBRIDGE WRITER: FRANK JACOBS



Players from Ohio College of Neurotics can expect emergency first aid on the field after any traumatic experience.

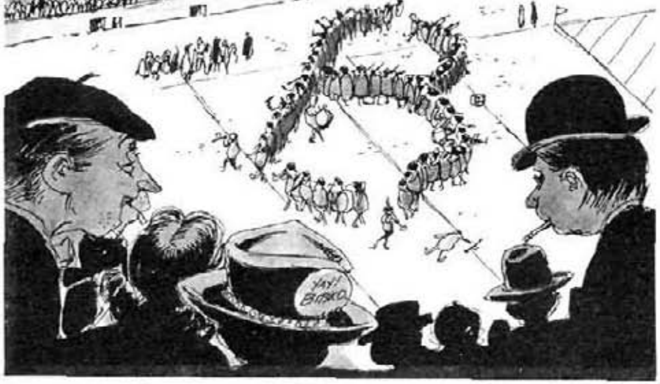


The fast-quipping backfield of the Ace Gagwriters Institute will continue to break up the opposition again in '62.

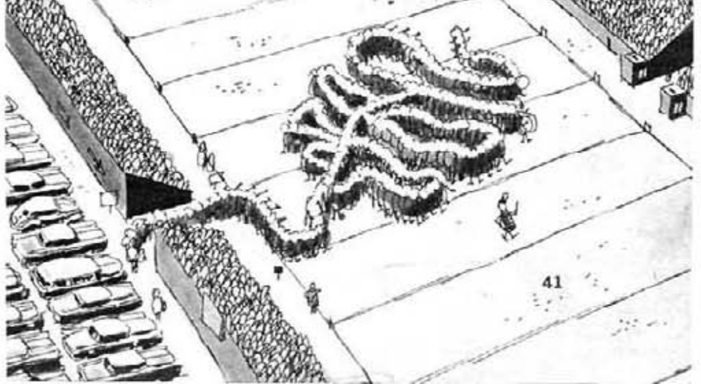


The Florida College of Sandhogs boasts some new offensive plays that open big holes for its ground-gaining backfield.

The marching band of the Biloxi College of Bartendering will attempt to form its school initial, "B," again this year, but we doubt if it will succeed. Once again, the Gin and Vodka Lab Courses are scheduled for Saturday mornings.



The Indiana College of Internal Medicine won the Intricate Band Formation Award for Small Colleges in 1961 with its famous "Small Intestine Formation," which extended across the field and parking lots, and through most of the campus.



SMALL COLLEGE PLAYERS TO WATCH IN 1962

Morton Meef, *Quarterback*
Montana Medical College



Carrying the ball against Iowa Medical last year, Meef amazed spectators by a successful removal of the bladder during a quick opener. However, the play was diagnosed as an illegal operating procedure, and Meef got the treatment.

Fowler Esterhazy, *End*
New Mexico School of Law



This is the last season for Esterhazy, who has saved many a verdict for the "Plaintiffs" through brilliant defense. During a '61 tilt with Oregon Law, his objection to a penalty was sustained—and the Referee got 2 to 5 for perjury.

Fenwick "Sphinx" Forbusher, *Back*
Idaho Institute of Archaeology



Forbusher, who plays football for the "Tomb-Diggers", against his Mummy's wishes, won nationwide acclaim during the 1961 season when he became the first quarterback in history to call signals in "Egyptian hieroglyphics."

Felix "Orbit" Corbett, *Tackle*
Alabama College of Astrology



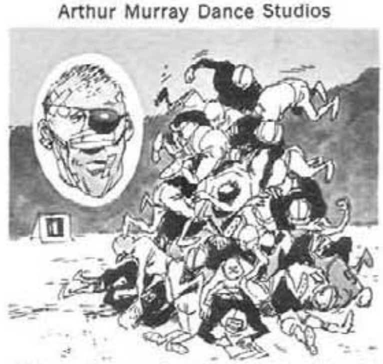
Corbett's horoscope is very promising this season, which means he may get to play. His past three seasons have been marred by a fractured jaw, a sprained pelvis, and the failure of Saturn to come into conjunction with Mercury.

Horace "Pansy" Hemus, *Guard*
Brooklyn College of Botany



In 1961, Hemus cost his team a trip to the Chlorophyll Bowl when he detoured around a rare specimen of African Violet while chasing a back from Biology Normal. However he is rated a budding lineman if he can overcome greenness.

Grover Hzcsklynski, *Center*
Arthur Murray Dance Studios



Although severely injured, Hzcsklynski still managed to sign up the entire opposition team for the October Special Six-Week Advanced Beginner's Cha-Cha Course while trapped in a pile-up in a game with Dale Carnegie Tech last year.

Myron Fink, *Fullback*
San Quentin



In last year's game with Leavenworth, Fink found a hole in the wall, eluded two guards and a safety man, and ran 3,279 yards before they could finally bring him down. His wounds should heal in time for 1962 opener with Atlanta.

Max Quibbish, *Halfback*
Texas College of Taxidermy



Quibbish set a record in '61 when he scored every time he carried the ball. This is because he reeks of formaldehyde, and nobody dares to go near him. Quibbish hopes to preserve his record for the "Skin-Stuffers" this season.

Houdini "Phhhtt" Rifkin, *End*
Michigan College of Magic

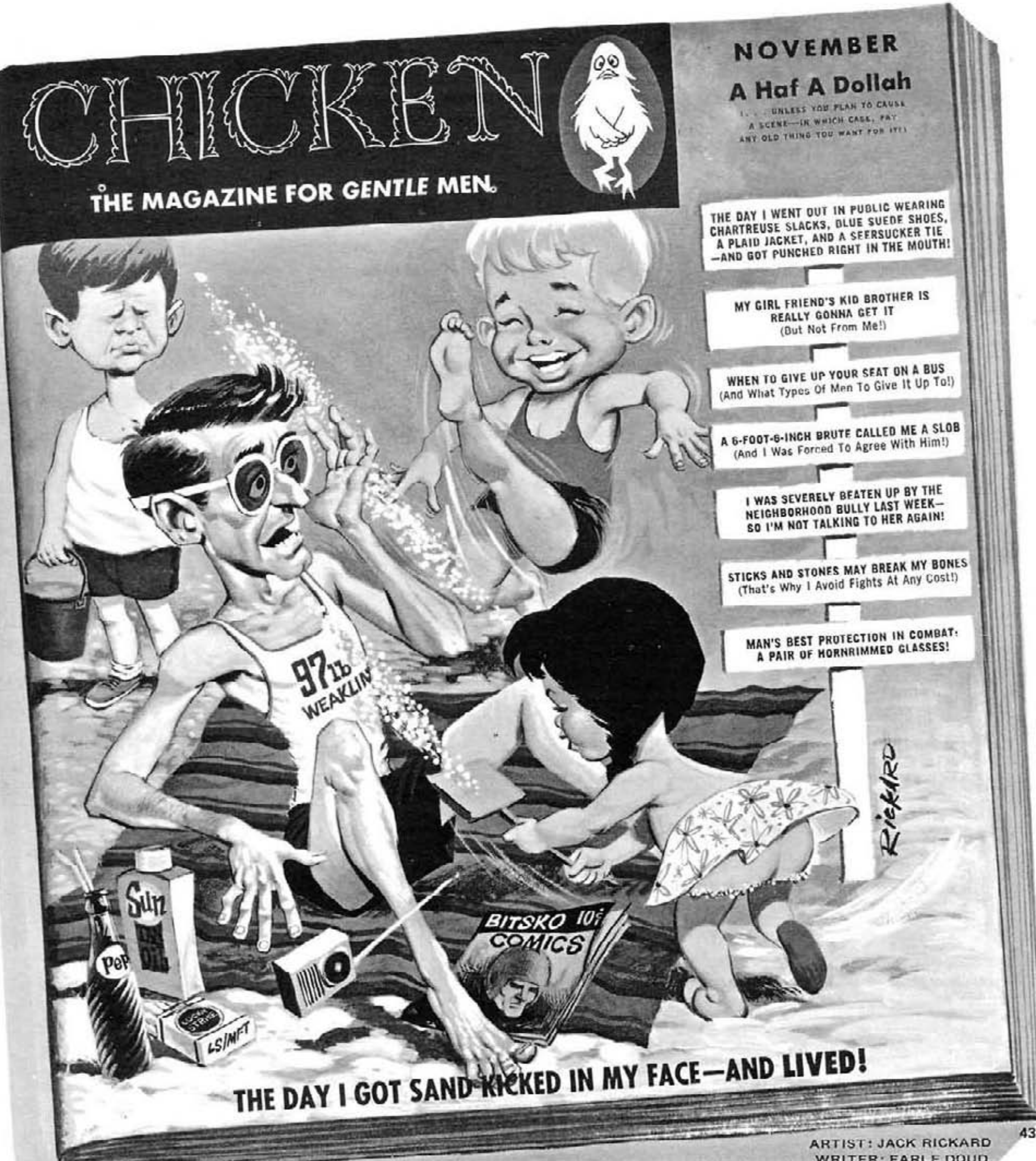


Rifkin, who failed to turn the trick for the "Rabbit-Pullers" in '61 after a mid-season suspension for turning a stadium of 25,000 spectators into a herd of gnus, seems confident for '62. Maybe he's got something up his sleeve.

"It burns me up, but I can't remember what a "pyromaniac" is!

THE CALL OF THE MILD DEPT.

Today, the trend in magazines seems to be toward specialization. Newsstands are glutted with magazines for practically everybody. "Woman's Day" is for the women . . . "Playboy" is for the playboys . . . "Good Housekeeping" is for the good housekeepers . . . "MAD" is for the birds. And then, of course, there's that rash of Men's magazines . . . for the men! For rugged men, that is. Magazines like "True", "Saga", "Argosy" and "Cavalier" are filled with stories of heroism, courage, blood and raw guts. But what about the gentler men—men who never kill sabre-toothed tigers with their bare hands—men who aren't heroic—who have no courage or blood or raw guts? Men like you and me! In other words, cowards! Yessiree, they really should have a magazine for our kind of people, something like



ARTIST: JACK RICKARD
WRITER: EARLE DOUD

AVOID
STREET FIGHTS!
BARROOM BRAWLS!
WIN SYMPATHY FROM GIRLS!
GET IMMEDIATE SEATING IN RESTAURANTS AND MOVIES!
AVOID PLAYING SPORTS!
LEAN ON EVERYBODY!



Chester Good, Marshal Dillon's Deputy, has been **faking it** for years! So can **you!**

STOP WORRYING! START LIMPING!

USE...

CHICKEN LEG SPLINTS

Unique 4 x 4 boards—especially designed to fit your leg.

RIGHT & LEFT MODELS.
Send leg size today!
ONLY $4.98 EACH!

CHICKEN SPLINT CO.
The Boardwalk
Atlantic City, N. J.

The "Chicken Record Club" Announces:

Fantastic Reductions On The Following L.P.'s:



Only $2.98 each!

FREE, WITH EACH PURCHASE OF 2 OR MORE RECORDS:
A gigantic 5-foot-square album cover of your choice.
It doesn't contain a record—but it's great to **hide** in.
THE "CHICKEN RECORD CLUB," BOX 12, CAMDEN, N. J.

NOW . . . You can own a pet without fear of its **turning on you!**
The United States Army Announces An
Exclusive Sale To Chicken Pet Lovers:

CANINE CORPS REJECTS



"ROWDY"
A German Shepherd who, when his regiment was attacked during the Battle Of The Bulge, rolled over on his back and played "dead"!



"SNOOKUMS"
A Doberman Pinscher who broke away from our top espionage agent in Germany during a parade to leap into a staff car and lick Hitler's face.



"FINKIE"
A Dalmatian, captured on his first day in battle, who got fat on Gestapo food because he personally finked out on 374 Allied Cocker Spaniels.

These dogs:
LOOK LIKE WAR DOGS!
SMELL LIKE WAR DOGS!
GROWL LIKE WAR DOGS!
BUT THEY'RE CHICKEN!
JUST TALK TO THEM STERNLY—AND THEY'LL FAINT!

We also have several PIGEONS that preferred to swallow their messages rather than fly through the flak!

WRITE: KOWARDLY KENNELS, DOGPATCH, VIRGINIA

Chickens Around Town

WHAT THEY'RE DOING, AND THEN RUNNING AWAY FROM

Dellwood Bubby, who always used to complain that nasty fellows kept beating him up because he had a weak chin, grew a goatee last month. Now they're beating him up because he has a weak beard . . . Chauncey Miltown, who was told by Hans "Muscles" Schultz, his local butcher, to "Get lost!" is believed to be somewhere in the Amazon jungles . . . Finchley Weathergate was bitten by another dog again last week. This dog was named Sally Crudge . . . Wilbur Fergus and Rodney Chamois, who feed the pigeons in the park every afternoon, were attacked and severely injured by a half-crazed sparrow late Friday . . . Franklin Simon certainly put down a group of fellows who were making fun of him in Gallagher's Bar the other night. He got out of his chair, walked right over to them, and threw up! They won't bother him again . . . bully for you, Franklin!



Wilbur Fergus and Rodney Chamois after savage attack in the park.

* * * *

Tommy Tinker watched wrestling for the first time on his brand new television set last week. His friends will be delighted to know that he's at Johns Hopkins and recovering nicely . . . Carlton Dillingham writes that he has a new son, which is "good news"—as he puts it, because now he has someone to wear his old knickers. Unfortunately, the boy will have to wait until he's full grown, since Carlton never wore knickers as a child . . . Farley Frumpsch, who was struck by a Police Prowl Car and knocked 150 feet in the air last week, has pleaded guilty to a charge of leaving the scene of an accident.

* * * *

When Kevin Justin was mugged in the park last week, he was busy necking with Cynthia Frost. That's the third time in three months that Cynthia's mugged Kevin! You'd think he'd learn! . . . Count Renfrew Von Leardon was grossly insulted by a tough in one of the better nighteries, and the plucky Count quickly stood up to the brute and slapped him across the face with his glove. Whereupon the tough hit the Count across the face with *his* glove. Unfortunately, his fist was in it at the time! . . . Jason Flam has been riding around in a protective Police Car for the past four months. We were very excited about this news, and thought for a while that he was one of us. But he isn't. He's riding around in that car because he happens to be a cop.



Kevin Justin and Cynthia Frost after savage mugging in the park.

Another Chicken Adventure

I RECEIVED 18 MEDALS DURING WORLD WAR II





BY CHUMLEY FROTH TETLEY, JR., D.F.C.

TO THOSE OF YOU who know and love me, it may seem strange and unbelievable that I personally received 18 medals during World War II, especially since I was 4-F, and rejected by every Draft Board in the State—thank goodness! But it's true, every word of it. I swear. I *did* receive them.

They kept coming in the mail all through the war. My sister, who was a WAC, was winning them.

So I would receive them from the postman, mount them on velvet in a darling frame, and keep them for her. I figured it was the least I could do for the brave girls that were giving their all on far-flung battle fields across the world to protect us 4-F's back here at home.

Which is how I earned my D.F.C. *(Dedicated Fabulous Coward)* Award. It seems my mother wrote to that wonderful organization behind my back, CONT: PG. 58



"Chicken-of-the-Month" Award

Chicken Magazine Salutes Derwood P. Freen

The "Chicken" of the Month



Derwood P. Freen

IN A 24-HOUR PERIOD, DERWOOD P. FREEN DISTINGUISHED HIMSELF BY THE FOLLOWING "CHICKEN" ACTS:

Entered a restaurant with a lawful seating capacity of 175 people, and after counting, discovered that he was number 176—so he promptly left.



Spotted a burning building full of screaming people, looked around, saw a large pole with a fire alarm box on it, and hid behind it for two hours until the fire was finally put out.



Confronted by a "DON'T WALK" sign which was obviously out of order and wouldn't switch to "WALK," he spent 3 hours on the corner, afraid to move, until a man came and fixed the sign.



Went across the street to a theater featuring the latest horror movie—and fainted during the color cartoon.



After the movie, came upon 3 toughs beating up a young girl. Wasting no time, he dashed into the fray, gave the girl a hard slap and ran away.



Witnessing a liquor store hold-up, he whipped out a pad and pencil, wrote down the license plate number of the getaway car, hailed a passing taxi, pursued the crooks until they passed his bookie's place, stopped, rushed in, played the number, and won $172.



Got on a bus without realizing it was filled with loud, rowdy girl scouts. 27 blocks later, got off the bus (or was pushed) with 2 black eyes, his tie in 14 knots, and 385 boxes of cookies that cost him exactly $172.



Quickly made his way up to his room, where he fearlessly donned his new "Winnie-the-Pooh" pajamas, crawled under his youth-bed, and fell asleep.



CONGRATULATIONS TO YOU DERWOOD P. FREEN, FOR WINNING THE "CHICKEN OF THE MONTH AWARD"! IT'S HERE IN OUR OFFICES, WAITING FOR YOU TO PICK IT UP . . . BUT WE DOUBT IF YOU HAVE THE GUTS TO COME AND GET IT!

—The Editors

THE INQUIRING CHICKEN

by Warren (Nosey) Nussbaum

QUESTION: WHY DO YOU SUBSCRIBE TO CHICKEN MAGAZINE?

TOD BLATT
Novice-Escapist



In a way, Colonel John Glenn was responsible for my introduction to *Chicken Magazine.* I was watching the on-the-spot news coverage of his orbital flight on television with my mother last February, and during his ride up in the elevator to the nose cone, I fainted. My mother immediately decided it was time to introduce me to Chicken and got me a gift subscription.

BILL ("HOPALONG") BOYD
Son of the Former Cowboy Star, Bill Schwartz



Ooooooh! Don't ever sneak up on a guy like that again! *You scared the day*lights out of me! I feel faint. Let me lean on you for a minute. I didn't see you standing there. Oh, Dear – my heart is beating like a trip-hammer. I don't think . . . I'm going to . . . make it . . . everything is . . . turning . . . black–I think I'm going to-o-o-o (THUD)

SANFORD P. GLACE
Free-Lance Fink



I subscribe to Chicken because I want to maintain my individuality in a *world over-run with* ruffians. I abhor cruelty, and I want everybody to know it. If more people read Chicken, there would be less violence in the world, and get that pad and pencil out of my face or I'll scratch your eyes out!

HARVEY MITTLEFUDD
Professional Coward



I subscribe to Chicken Magazine because I adore it. But it sure has given me some lumps. *I used to go down* to my local newsstand to buy it every month, but the neighborhood kids would wait for me and attack me, and the news dealer would hit me, and I'd come home a bloody mess. Then I got smart and subscribed. Now it's delivered to my door once a month, and the only guy that beats me up is the postman.

CHICKEN'S MONTHLY HISTORICAL QUIZ

What famous Chickens in history made these fabulous "Chicken Statements"?

"I have not yet begun to fight . . . and I don't intend to!" ____________

"War is hell . . . and that's why I'm staying home!" ____________

"I only regret that I have but one life to give to my country . . . but that is the case, so I'll see you around!" ____________

"Don't fire until you see the whites of their eyes! That should give me enough time to get the heck out of here!" ____________

"Don't give up the ship . . . sell it!" ____________

"Shoot if you must this old gray head . . . it's my Grandfather's anyway!" ____________

LOOKING FOR A SAFE, COZY RETREAT?

STAY AT THE BEAUTIFUL

Sheraton Squeamish



FEATURING:

AN ALL-TILE BEACH—So no one can kick sand in your face!

NO SPORTS ACTIVITIES—So you won't feel you're inferior!

WATERED LIQUOR—So there won't be any aggressive drunks!

ALL OUR BELLHOPS ARE 98-POUND WEAKLINGS
(They can't even lift your luggage!)

EVERY EMPLOYEE IS UNDER 5-FOOT 3-INCHES
(They're even more chicken than you!)

OUR ORCHESTRA ONLY PLAYS ONE SELECTION
("Afternoon Of A Faun")

YOU'LL JUST ADORE THE

SHERATON SQUEAMISH

There's nobody to bother you!
There's nothing to do!

Managed by Wally Cox

CHICKEN'S MONTHLY SPORTS CORNER

CHICKEN'S RECOMMENDED LIST OF SPORTS TO WATCH:	CHICKEN'S RECOMMENDED LIST OF SPORTS TO PLAY:
1. Bullfighting	1.
2. Karate	2.
3. Judo	3.
4. Ice Hockey	4.
5. Drag Racing	5.
6. Street Rumbling	6.
7. Park Mugging	7.
8. Jai Alai	8.

NEXT MONTH: Famous Chicken Sports Figures and Their Chicken Feats

Chicken Classified Ads

345—Job Opportunities

WORK in a tranquilizer Manufacturing Plant. $70.00 a week, and all you can swallow. Box 159, Chicken Magazine.

BOUNCERS, Immediate employment, 4 or 5 openings in a leading Tennis Ball Factory. Salary, $2.50 per hour. Box 161, Chicken Mag.

PUSHERS, Opportunity for ambitious young men to work outdoors as product testers for successful Baby Carriage Manufacturer. Write to Box 164, Chicken Magazine.

BIG GAME HUNTERS needed in Research Division of large Toy Company. Our staff has previously uncovered such big games as Scrabble, Monopoly and Backgammon. Apply Box 166.

346—Personals

MISSING, looks like typical English Sheep Dog, answers to the name of Sidney, last seen drinking water from a saucer outside restaurant corner Main and Front Sts., has leash and collar with name Sidney on it. If found, please return immediately. It's my husband! Sally Mutz, Box 2.

HARRY. Tomorrow is my 96th birthday. Have you forgotten. All is forgiven. Let me know what hospital you're in. I promise not to hit you again. Love. GRANDMA

TO THE FELLOWS who beat us up in Glennon's Third Avenue Bar. We just want you to know we know who you are—and we're leaving town as you suggested. B & F.

TWO YOUNG AD AGENCY Account Execs wish to share apartment with Judo Expert who is friendly and willing to answer the door. Box 572, Chicken Magazine.

IF YOU ARE THE GUY who set fire to my house, beat me up, kidnapped my wife, and stole my car…shame on you! Milton Duckblows

COMING UP IN NEXT MONTH'S

Chicken

(If Your Heart Can Stand It!)

"SOMEDAY I WILL RETURN TO THE SAVAGE AMAZON!"
By Julie Newmar's Ex-Boyfriend

"I FINALLY LEFT MY MOTHER!"
The Exciting Story Of A 45-Year-Old Bachelor's Struggle For INDEPENDENCE!

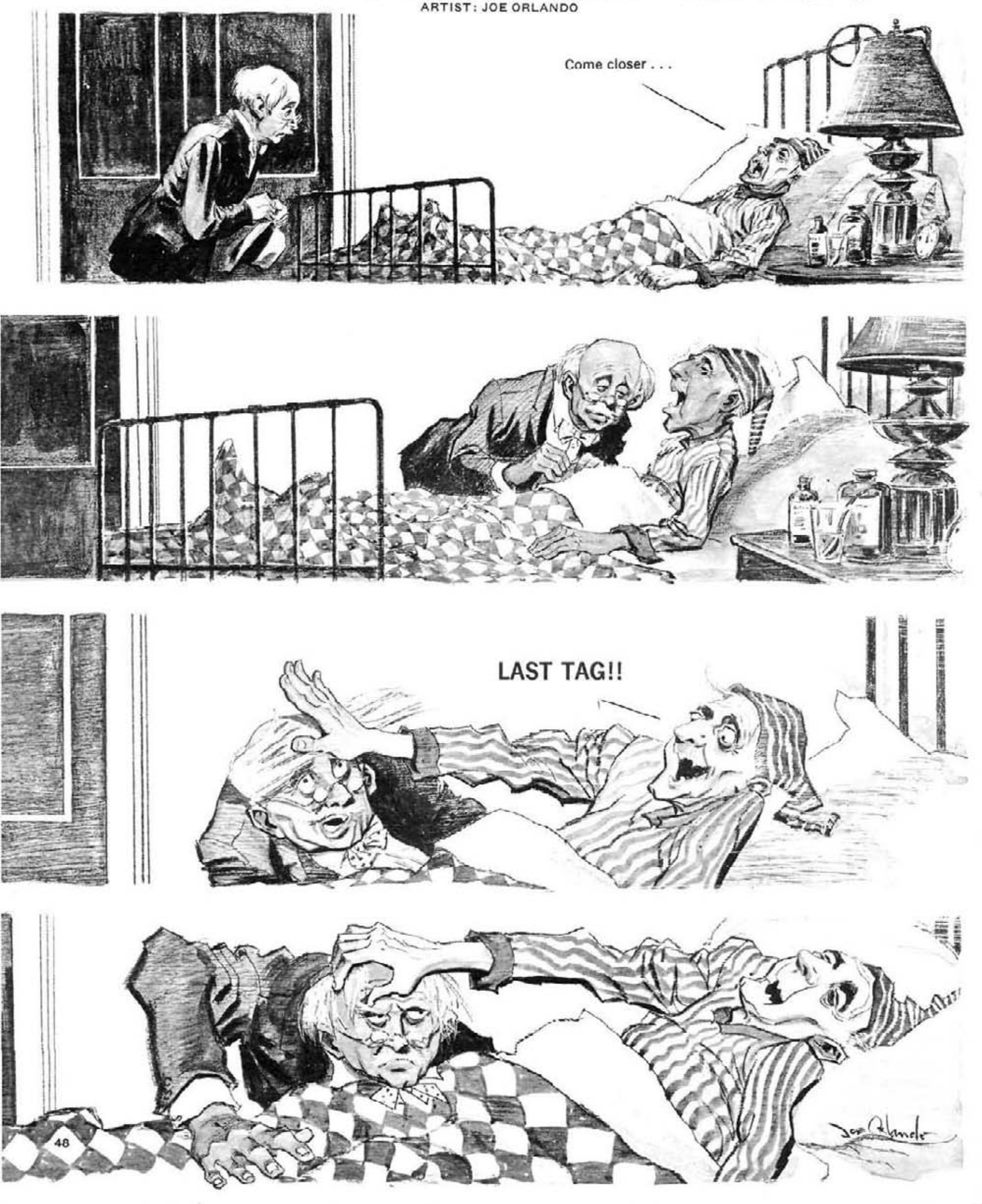
"I WAS BEATEN UP 37 TIMES IN THE THIRD GRADE!"
Sidney Finster Tells Why He Finally Gave Up Teaching

"THE MAN WHO TALKED BACK TO HIS SISTER AND LIVED!"
(Fiction)

TOUCH-AND-GO DEPT.

THE PARTING SHOT

ARTIST: JOE ORLANDO



(REAL HONEST NO-KIDDIN' ADVERTISEMENT)

HAVE A "MAD" XMAS!

TERRIFIC MUSIC YOU CAN DANCE TO!
IDIOTIC LYRICS YOU CAN LAUGH AT!

ASK FOR MAD'S DANCEABLE SINGABLE LAUGHABLE

GREAT NEW HIT L.P.



12 NEWIES BUT KOOKIES INCLUDING...

"Blind Date" (Yaaaaahhhh!)

"Please, Betty Jane" (Shave your legs!)

"When My Pimples Turned to Dimples"

"She Got A Nose Job"

"Let's Do The Pretzel"

"I Found Her Telephone Number Written On The Boys' Bathroom Wall!"

"Agnes" The Teenage Russian Spy

"Throwing The High School Basketball Game"

"I Saw Someone Else's Dandruff On Your Shirt!"

MAD "TWISTS" ROCK 'N' ROLL

ON SALE NOW AT YOUR FAVORITE RECORD STORE

(IF IT ISN'T IN STOCK, ASK THE MAN TO ORDER IT! "BIG TOP" 12-1305)

Look For It! Listen To It! Laugh At It! Love It!

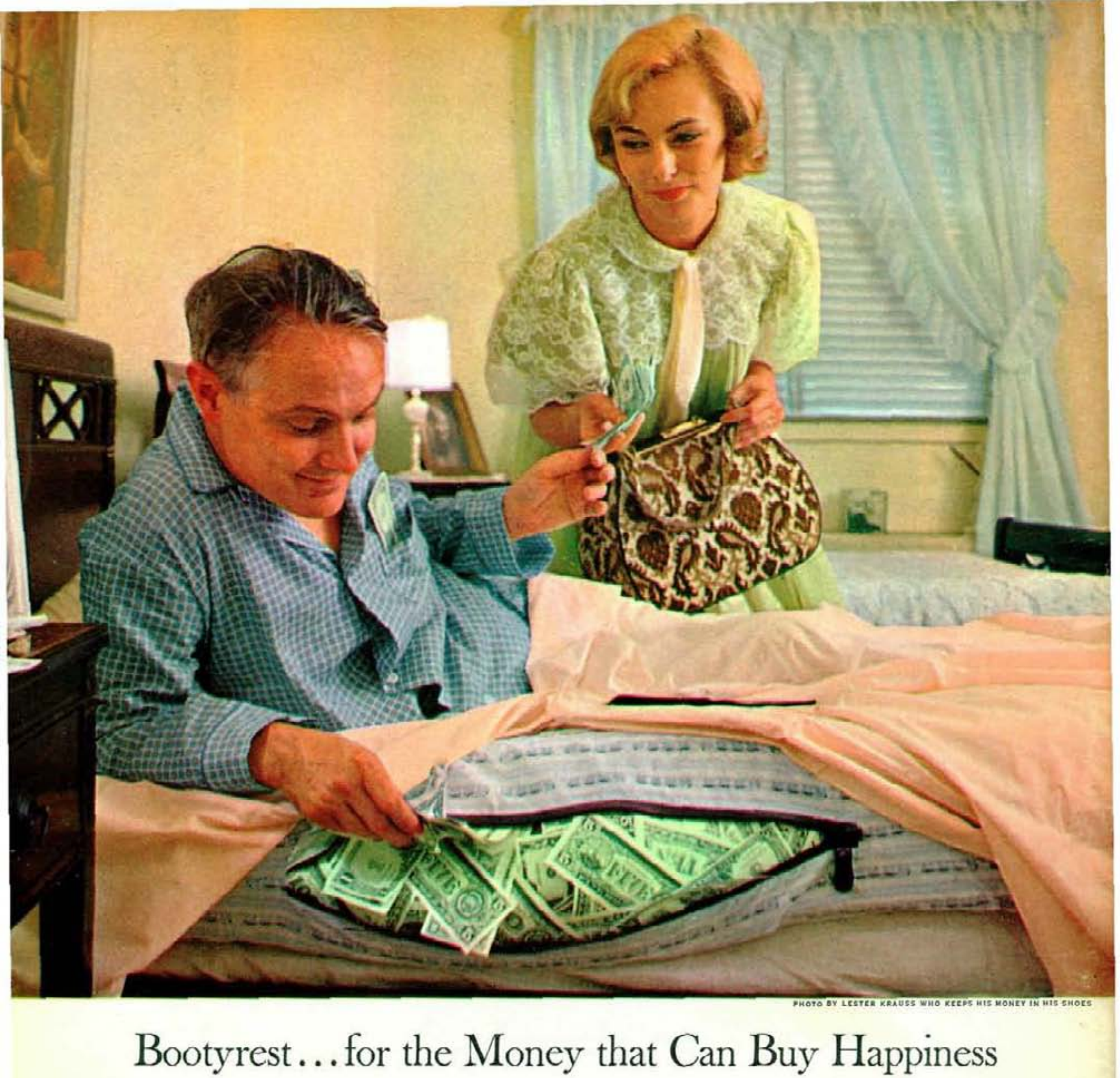


PHOTO BY LESTER KRAUSS WHO KEEPS HIS MONEY IN HIS SHOES

Bootyrest . . . for the Money that Can Buy Happiness

Good night, sweet principal!

Here's a thought to sleep on: Why toss when the economy turns? Now you can provide yourself with a soft cushion for those hard times that may lie ahead.

When you sleep on a Bootyrest "Night Depository," you rest insured. Because your security rests with you. Just open the convenient side zipper, stuff in your hard-earned cash, and sleep tight. Enjoy peace-of-mind over mattress.

Then, if the stock market collapses or business sags, you won't lie awake nights. You'll doze off peacefully – counting that extra support you've got in your Bootyrest.

It's much better than counting sheep!

Buy a Bootyrest "Night Depository" and start hoarding today. It's the mattress with the money-back guarantee!



Ordinary mattress sags as economy sags. You toss and turn.



Bootyrest has support of firm cash. You sleep like a log.

BOOTYREST
by ZIPPIN$

THE MATTRESS WITH
THE SAVING GRACE